



ANDHRA CHAMBER  
OF COMMERCE



FRIEDRICH NAUMANN  
FOUNDATION For Freedom,  
South Asia

# Workshop on Business through Whatsapp for MSMEs



**25<sup>th</sup>** APRIL 2023  
**CHENNAI**  
10.00AM to 5.00PM

**VENUE**

**HOTEL THE ACCORD  
METROPOLITAN**

35, G.N.Chetty Road, T.Nagar  
Chennai - 600 017.

**Mohammed Ilias**

Founder & Director,  
BCC Branding & Marketing

# Topics Covered

## 1. Latest in WhatsApp

## 2. WhatsApp Business Profile Setup

- A. Types of Business Accounts
- B. WhatsApp Business Profile Setup
- C. Greeting, Away Messages, Quick Replies, Labels

## 3. Grow your business

- A. Catalog Setup
- B. Catalog Links Creation
- C. Order management
- D. Broadcast

## 4. Expected outcome and instructions to participants

- A. QR Codes, short links
- B. Facebook Business Page
- C. Instagram Business Profile
- D. Facebook and Instagram Shops

## 5. WhatsApp Advertising

- A. Meta ads - Boost a Post
- B. Call to Action ads
- C. Ads that Click to WhatsApp

## 6. Meta: WhatsApp Manager Tool

- A. Insights
- B. Message templates
- C. Catalog Creation

## 7. Automation tools : WATI

## 8. Case studies

### Duration

Total Sessions / Duration = Session 1 / One Day  
(1 Sessions) = 360 Mins (6 hrs)

### Target Audience

SMEs / Business owners who are looking to explore digital mediums for growing their business.

### Expected Outcome

After this programme, the participants will be able to create a WhatsApp ad, reach their target audience on their own and start generating leads for their business.

## Organisers

### Andhra Chamber of Commerce

Andhra Chamber of Commerce is an industry body established in the year 1928 and has around 1350 industry members and over 28 industrial and trade associations. The Chamber has its offices in Chennai, Secunderabad, Visakhapatnam and Vijayawada.

### Friedrich Naumann Foundation for Freedom

The Friedrich Naumann Foundation for Freedom (FNF) is an international non-profit organization promoting the ideas of liberal democracy, respect for human rights, rule of law and economic freedom.

FNF works on some of the most important issues related to liberalism such as the opening of the Indian economy, working with the police to transform into a democratically accountable service, making cities more liberal for their citizens, harnessing the power of the revolutionary Right to Information Act, ensuring property rights as well as dealing with the challenges thrown up by climate change. More recently, the Foundation has supported programs dealing with the challenges and chances of digital transformation.

FNF pursues these goals, which are part and parcel of the great Indian democratic tradition embodied in the Constitution, in partnership with policymakers, business leaders, national and international NGOs, universities as well as journalists and think tanks.

## Instructions to the participants :

1. Participants should bring their own laptop & should facilitate Good internet connection.
2. Link your WhatsApp Business account to your Facebook Page and Ad account.
3. Download and link the WhatsApp Business app to your account.
4. Obtain a Whats App Business API from a third-party provider.
5. Spend a minimum of Rs. 2,000 on Whats App ads for your business. (This amount is to enhance your business not for the organiser)
6. Share insight screenshots with the organizers for mentoring support and update performance.

### For Registration Please Contact

**Ms. C.Karpaga Lakshmi,**  
Program co-ordinator

**Andhra Chamber of Commerce**  
Chennai Chapter

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