# PUSHPUSH GO

# How to build a user base on WhatsApp channels?

WhatsApp channels serve as a platform for informing and promoting offers to interested users. Use them to supplement your communication. Strategy for building a WhatsApp database

## Determine your needs and define how WhatsApp can help fulfill them.

- Consider whether it's better to create and run one main channel or several more targeted ones. **PushPushGo allows you to build and manage multiple channels for more personalized communication.**
- Invite potential users where traffic is highest and it's easiest to capture their attention.
- Prepare onsite, push, and communication messages for other communication channels.

- If you are building several more targeted channels, use the option of segmenting web push and targeting onsite messages, redirecting users to subscribe to the channel that interests them most.
- Analyze the results and change the strategy settings on an ongoing basis, if needed.

## Take advantage of multichannel opportunities.

Build a new database using existing channels:

- Send onsite notifications.
- Add a QR code on the website linking to the WhatsApp channel.
- Use pop-up messages to promote subscriptions to the WhatsApp channel.
- Add a button on the website.
- Add a link on the homepage, in articles, and on subpages.

- Send a message through other communication channels you already use, such as email, web push, or SMS.
- Prepare segmentation for push subscribers and onsite notifications, tailoring messages to specific groups.
- Promote the WhatsApp channel through your social media.

## Getting started.

Contact our team at support@pushpushgo.com to request a demonstration and pricing options for WhatsApp Channels.

**Visit us at**
**pushpushgo.com**