

TRAINING PROVIDER	
Singapore Professionals' & Executives' Cooperative Limited	
COURSE INFORMATION	
Course Title	<b>Leverage on WhatsApp Business App</b>
Language	English
Course Duration	1 day (7 hours / 9am to 5pm)
COURSE OUTLINE	
<b>Course Overview &amp; Objectives</b>	<p>The course aims to impart learners with knowledge and skills in using WhatsApp Business. It helps you to create meaningful connections with your customers and grow your business. It is a valuable tool for nurturing your customers &amp; makes interacting with customers, easy by providing tools to automate, sort and respond to message quickly.</p> <p>This intensive workshop covers latest trends, key concepts, framework, and techniques with strategies to manage your business efficiently.</p>
<b>Course Contents</b>	<p>The course explores the following subjects in depth:</p> <ul style="list-style-type: none"> <li>• Introduction of WA Business</li> <li>• Apply WA various messaging tools</li> <li>• Create of WA Business Profile</li> <li>• Create of catalogue &amp; broadcast message</li> <li>• Create WA Business on other devices</li> <li>• Apply WA Best Practices for better communication</li> <li>• Connected customers with short-link or QR code</li> <li>• Strategies to reach more customers</li> </ul>
<b>Learning Outcomes</b>	<p>By the end of the course, participants will learn</p> <ul style="list-style-type: none"> <li>• how to create &amp; manage WhatsApp (WA) Business Page</li> <li>• how to create &amp; optimize functions in business tools</li> <li>• how to use WA stories as marketing tool</li> <li>• how to apply strategies to reach more customers</li> <li>• how to set-up WA privacy &amp; security</li> </ul>
<b>Learning Methodology</b>	<p>Lecture, presentation, demonstration, hand-on, Q&amp;A sessions, and feedback to maximum the participants' learning abilities</p> <p>2 hours – Presentation 5 hours – Hand-on</p>
<b>Who Should Attend</b>	HODs (Sales, Marketing, Supply Chain, Logistics & Finance) and Sales & Marketing Executives, Business owners and interested individuals who want to understand the impact of WhatsApp marketing on their business