



# Messaging Me

## THE 10 COMMANDMENTS TO OPTIMIZE YOUR PRESENCE ON WHATSAPP CHANNELS

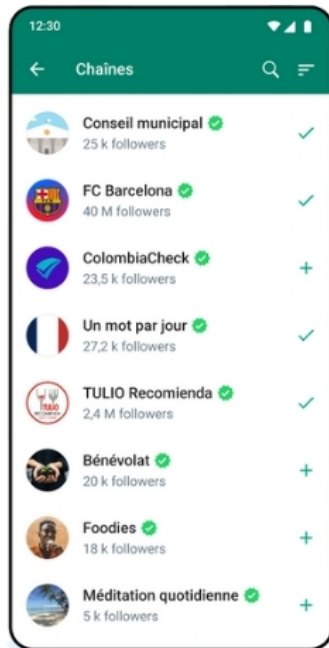


Channels





**YOU MUST HAVE A VERIFIED ACCOUNT:**



**This is the only way to be listed in the directory and protect your brand from paratism and spam.**





## YOU MUST SHOW YOUR CREDENTIALS TO META:

**The WhatsApp Channel verification request is made directly through Meta's teams. It takes a few days and requires prior experience on other Meta platforms and a significant audience.**



**Démarquez-vous grâce à Meta Verified**

Meta Verified est un abonnement pour les Creators et les entreprises qui vous permet de prouver au monde entier l'authenticité de votre profil et de gagner en crédibilité auprès de votre audience.

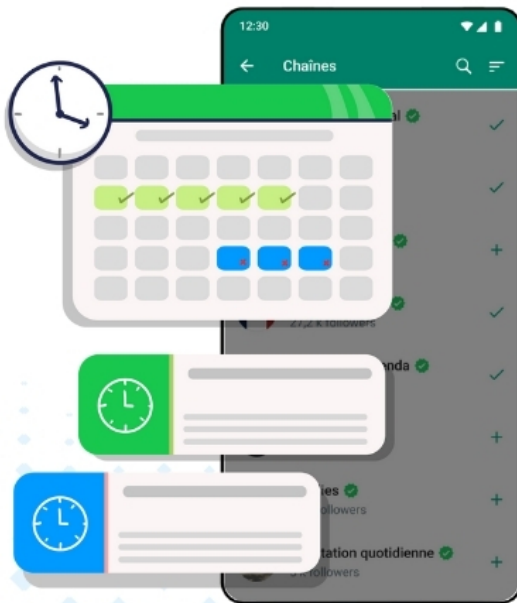






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## YOU WILL PUBLISH CONTENT REGULARLY:



Since there is no algorithm on the platform, the channel that posts the most frequently appears at the top of the list. Post several times a day if necessary and possible.

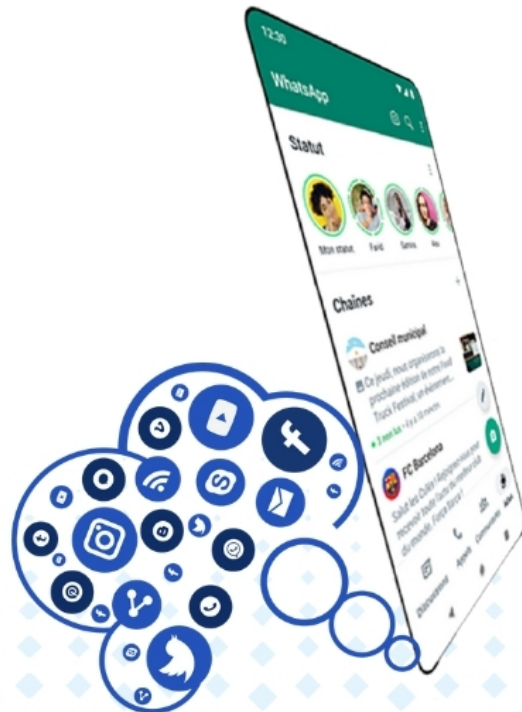


Channels





**YOU WILL NOT HESITATE TO SNACK CONTENT:**



**Snack content from other social media platforms to keep your channel active without increasing your workload.**



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**YOU WILL USE EMOJIS SPARINGLY:**



**To avoid trolls, offer your community only non-controversial emojis.**







## YOU WILL USE VARIED FORMATS:



**Photos, videos, audio, polls, and text: Alternate between these formats and analyze your audience's reactions to maximize engagement.**





## YOU WILL TRACK YOUR PERFORMANCE:



In the absence of available analytics, track outgoing links to assess the impact of your posts on traffic to your website or social networks.







## YOU WILL PROMOTE YOUR CHANNEL:



**Integrate WhatsApp Channels into your digital ecosystem via your website, email campaigns, or paid and organic posts on Instagram and Facebook.**





## YOU WILL RIDE THE BLUE OCEAN EFFECT:



**Few brands are currently on the platform, so seize this opportunity to establish yourself without needing large budgets.**





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### YOU WILL LINK WHATSAPP FOR BUSINESS:



For direct and personalized customer relations, offer a WhatsApp Business account alongside your Channels to turn engagement into sales.







**AND, YOU WILL SHINE  
ON WHATSAPP  
CHANNELS !**

