



PRACTICAL GUIDES #DIGITALINMOTION

#DIGITALINMOTION provides a step by step guide to help businesses re-tool and discover new ways to reach customers. This resource is provided through eight publicly available guides featuring practical tips and simple tools:



GUIDE 1: EXPAND YOUR MARKET AND CUSTOMERS

GUIDE 2: Efficiently handle orders and deliveries

GUIDE 3: Organize business finances during complex times

GUIDE 4: Ensure business safety and security

GUIDE 5: Implement various payment methods

GUIDE 6: Generate appealing products and promotions for your clients

GUIDE 7: Good environmental practices in your business

GUIDE 8: Contribute to gender equality



This icon indicates support tools that put this guide into practice. A summary of available tools is located at the end of this document.





GUIDE 1:

EXPAND YOUR MARKET AND CUSTOMERS

WhatsApp is the instant messaging platform used most at a global level. This simple and efficient communication tool allows users to send text messages, voice notes, videos and pictures. Additionally, it allows the receiver to react immediately. This quick guide provides tips to reactivate your business and make it grow using WhatsApp.

1

PRESENT YOUR BUSINESS ON WHATSAPP



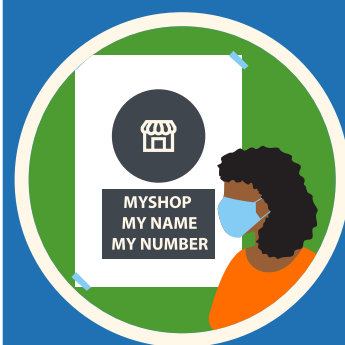
Use your business logo or a picture of your business as the WhatsApp profile picture.

Complete your profile with the number of your business and in the information section, include your business name and address.

See Tool 1 📱

On a visible space (i.e. :business store front window) place a sign with your business name and WhatsApp number so that clients can take a picture or save the number.

See Tool 2 📱



2



CREATE A CLIENT NETWORK ON WHATSAPP: IDENTIFY REGULAR CLIENTS AND ASK THEM FOR THEIR MOBILE PHONES AND EXACT ADDRESSES



On your phone, save the numbers and exact addresses of your clients. Save these contacts under a common name to remember who they are for when you send them promotions.

For example: Sharon Simpson_Client or Dwayne Clarke_neighbour

Send a picture with your WhatsApp information to your clients. To do so, we suggest using our template.

See Tool 2 . 📱

Update and grow your client database by getting new contacts. **See Tool 3.** 📱

Backup your contacts. **See Tool 4.** 📱

SharonSimpson_Client
Hello! I am using WhatsApp!



You can also send a text message with your information or make a call to your customers.

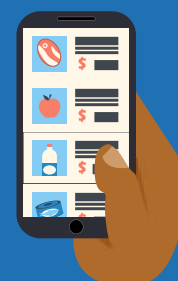
3

CREATE A CATALOGUE OF YOUR BEST-SELLING PRODUCTS AND SEND THEM TO ALL YOUR CUSTOMERS ON WHATSAPP



It is important to update the catalogue at least once a month, taking into account changes in pricing and available products.

See Tool 5. 📱



4

CREATE PRODUCT PROMOTIONS THAT ARE ATTRACTIVE TO CUSTOMERS AND SEND THEM BY WHATSAPP



Seasonal products can be offered at lower prices and in packages. **See Tool 6.**

Build baskets with the products most purchased by your customers and send them by WhatsApp.

See Guide 6: Generate attractive products and promotions for your clients.



5

OFFER YOUR CUSTOMERS THE OPTION OF ORDERING BY MESSAGE



Organize your office hours: Take advantage of slower customer order periods in order to receive orders, prepare orders or call suppliers.

See Tool 7.

Work together: divide roles between teammates, colleagues, etc. For instance, one person can receive orders online and another can put them together.

If you work alone, establish a schedule to organize the orders and thus prevent them from accumulating and not being adequately served.



6

HAVE ORDERS READY FOR CUSTOMERS WITHOUT LINES OR WAIT TIME



Send a message to customers alerting them that their product is ready and explain the sanitary protocols have been followed in putting the order together. This will generate customer confidence.

Several payment options can be offered.

See Guide 5: Implement various payment methods.

Disinfect bags where products are placed.

See Guide 4: Ensure business safety and security.



SUPPORT TOOLS

TOOL 1: Description on how to update your WhatsApp profile

TOOL 2: Template with general information about your business

TOOL 3: Contact number backup format

TOOL 4: More tips on how to use WhatsApp for your business

TOOL 5: Template of catalogue with prices and quantities

TOOL 6: Formats to put together promotions and product baskets

TOOL 7: Order control format

Access all content and tools in the following link:

<https://mintic.gov.gy/digital-in-motion/>

YOUR BUSINESS
ON WHATSAPP

1
INTRODUCE
YOUR BUSINESS

Use your business logo or
a picture of your business
and your business name
and address.



2
BUILD YOUR
CLIENT NETWORK
ON WHATSAPP

Save the name,
number and
address of
your clients.

3
UPDATE YOUR
PRODUCT CATALOGUE

Identify
what your
clients want

4
CREATE
PROMOTIONS

Send updated
information to
clients

Customer
decides

Traditional
shopping

5
WHATSAPP
ORDER

Customer
decides

6
ORDER READY
FOR COLLECTION

Deliveries

Payment

END



GUIDE 1:
EXPAND YOUR MARKET
AND CUSTOMERS

STEPS TO FOLLOW

