**How Marketers Can Harness the Power of WhatsApp**

Marketers with customer lists can easily tap the more than 2 billion global WhatsApp users by sending "well-timed and relevant messaging," writes Vandita Grover. She also suggests engaging with users by encouraging content sharing, sending video messages and delivering group communications for "product launches, offers, and deals."

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<https://www.martechadvisor.com/articles/social-media-marketing-2/why-you-need-a-whatsapp-marketing-strategy/>