WhatsApp Marketing Proposal

RASH
TECHNOLOGIES

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Marketing Tells A Story; Conversion Turns It Into Results

Who We Are

RASH TECHNOLOGIES

In Delhi, RASH Technologies is an IT consultancy specializing in personalized tech solutions for MSMEs and startups to streamline operations and overcome business challenges.

JOURNEY

Greetings from RASH Technologies, your technology consultants since 2022. We provide innovative IT and marketing solutions tailored for Micro, Small, and Medium Enterprises (MSMEs) to help you succeed.

Aayush Sharma

Technical Consultant

Rahul Jain

Business consultant

Riya Dubey

Data analyst and implementation engineer

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Mission and Vision

Mission   02

Our mission is to empower MSMEs with advanced IT and marketing tools to boost productivity, visibility, and long-term success.

Vision   01

We support local initiatives, help underprivileged communities, and empower businesses with tools for growth and innovation. Our mission aims to streamline operations for startups and small businesses by automating tasks, allowing them to focus on core functions.

How can you monitor our performance?

Governance   #1

You will be assigned a dedicated manager to address all your requirements. This manager will be exclusively available to assist you during regular business hours on working days.

Review   #2

We currently conduct a monthly stand-up meeting. As a special arrangement for the inaugural month, we can hold the meeting twice, thereafter reverting to the standard monthly schedule.

Key Performance indicators   #3

The Key Performance metrics we offer are crucial for assessing our influence on your business.
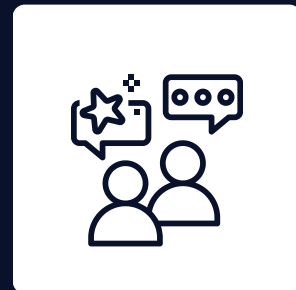
Key Performance Indicators

Conversion Rate #1

The conversion rate measures the percentage of recipients who take a specific action. It is crucial for assessing marketing effectiveness and showing how campaigns impact sales or leads.

Message engagement rate #2

The engagement rate measures how recipients interact with messages, reflecting content relevance and audience appeal.
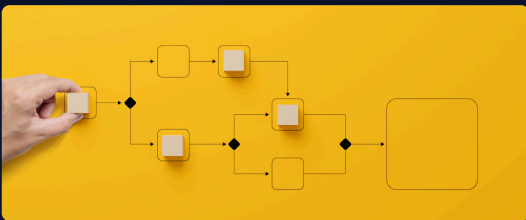
Customer satifaction score #3

Customer satisfaction metric measures satisfaction with messages and interactions, offering insights into customer experience and loyalty.

Our requirements

Draft workflow

The requirements from our end should be outlined for any potential engagement in a deal.

Business elicitation sessions

Point of contact

Scheduled Roadmap

Finalizing business & workflow terms.
🏴 Day 0

Onboarding the business
🏴 Day 1 to Day 3

Installing primary workflow
🏴 Day 5 to Day 6

Workflow revision A
🏴 Day 10 to Day 11

The planned milestones will be implemented with a built-in delay margin of approximately 30% throughout the entire timeline. All considerations are contingent upon assumptions, risks, and dependencies.

Workflow revision B
🏴 Day 18 to Day 19

Workflow revision C
🏴 Day 24 to Day 25

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Risks

- Data Privacy and Security:
  - Potential exposure of sensitive client information.
  - Risk of data breaches or unauthorized access.
- Service Disruptions:
  - Downtime or interruptions in WhatsApp API service.
  - Issues with message delivery or system outages.
- Compliance and Legal Issues:
  - Non-compliance with regulatory requirements.
  - Legal repercussions due to improper use of WhatsApp API.
- Vendor Performance:
  - Dependence on BSP (Business Solution Provider) vendor reliability.
  - Delays or failures in service provision from BSP vendors.
- Customer Reactions:
  - Negative responses to marketing messages.
  - Risk of being flagged as spam or blocked by users.

Assumptions

- Service Availability:
  - WhatsApp Business API services are continuously available without major interruptions.
- Client Compliance:
  - Clients adhere to all legal and regulatory requirements.
- Accurate Data:
  - Clients provide accurate and up-to-date customer contact information.
- Clear Communication:
  - Clients communicate any changes in requirements or objectives in a timely manner.
- Vendor Collaboration:
  - BSP vendors collaborate effectively and deliver as per agreed timelines and standards.

Dependencies

- Vendor Services:
  - Reliance on BSP vendors for the provision of WhatsApp Business API services.
- Client Resources:
  - Availability of client resources to support the implementation and use of marketing services.
- Technical Infrastructure:
  - Dependence on both client and vendor technical infrastructure for seamless service delivery.
- Regulatory Compliance:
  - Adherence to relevant data protection and privacy laws by all parties involved.
- Market Conditions:
  - Dependence on market conditions and customer behavior for the success of marketing campaigns.

Signoff and Acceptance

By signing this document, the client acknowledges and agrees to the terms and conditions outlined in this proposal for WhatsApp marketing services. The client also acknowledges the identified risks, assumptions, and dependencies and agrees to proceed with the understanding of these factors. Furthermore, the client agrees to the following additional terms:

- Any delay in the timeline of document submission or other compliance requirements is the onus of the customer.
- Any delay in the payment cycle may result in actions taken by the company, including but not limited to suspension of services.
- The customer is responsible for ensuring timely and accurate information for campaign execution.
- The client must notify Rash Technologies promptly of any changes to project requirements or timelines.

T&C

1. Elevate your brand with the coveted green tick symbol, a beacon of trust and recognition. We're here to help enhance your brand's visibility and meet Meta's standards for credibility.
2. Meta oversees FB verification, the green tick on WhatsApp, template pausing, and account restrictions. We assist with submissions, but the final decisions rest with Meta. We're not responsible for any issues post-Agreement.
3. Prices don't include taxes. It's up to you, our customers, to handle those. Global Conversational Pricing comes into play for international campaigns.
4. We deal in USD. Price changes may happen due to a variety of factors. If you're not on board with price adjustments, you can terminate the Agreement.
5. We expect payments within 15 days. If payments aren't made, we may have to suspend services. We reserve the right to pursue further payment and any associated costs.

Have Questions?
Contact Us

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