

[Infographic] Selecting a suitable messaging application for Enterprises

Currently there are many famous messaging applications. So how do you choose the most suitable application to develop your business? Follow the infographic that Quantum has compiled below to troubleshoot your questions.

The use of messaging applications is on the rise and there are many opportunities for development. According to the BI Intelligence report, the number of users of the four leading messaging applications (Viber, Messenger, WeChat and WhatsApp) is growing more than the top four social media networks (Instagram, Facebook, LinkedIn and Twitter).).

And as inevitable, where many users are concentrated, there are many development opportunities for businesses and marketers advertising their products and services. Thus, messaging application is a hot spot for advertising activities today.

How to select the appropriate messaging application

Facebook Messenger, WhatsApp, Snapchat - there are many popular apps available. So how do you choose the most suitable application to develop your business?

Follow the infographic that Quantum has compiled below to troubleshoot your questions.

LỰA CHỌN ỨNG DỤNG TIN NHẮN PHÙ HỢP NHẤT VỚI DOANH NGHIỆP CỦA BẠN



uantrimang

Các ứng dụng tin nhắn có **khoảng 5 tỷ** người dùng hoạt động hàng tháng

Một khảo sát của Nielsen trên người dùng ứng dụng nhắn tin di động cho thấy:



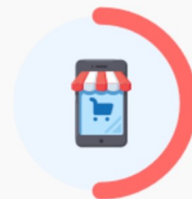
61%

thích nhận tin nhắn cá nhân từ các doanh nghiệp



63%

nói rằng có thể thanh toán thông qua một ứng dụng nhắn tin



>50%

có nhiều khả năng mua sắm tại một doanh nghiệp mà họ sử dụng tin nhắn

Bạn đang nghĩ đến việc đưa một ứng dụng tin nhắn vào chiến lược tiếp thị kinh doanh?

Hãy sử dụng những thông tin dưới đây để lựa chọn app phù hợp nhất với doanh nghiệp của mình nhé!

Doanh nghiệp B2B



Là nền tảng truyền thông nội bộ chính cho nhiều doanh nghiệp. **77% top 100 công ty theo Fortune** sử dụng ứng dụng này.



9 triệu

lượt người sử dụng hàng tuần



Khu vực phổ biến

Hoa Kỳ



Độ tuổi

25-54

Tip!

- 1** Hỗ trợ khách hàng theo thời gian thực thông qua trò chuyện, video và cuộc gọi thoại.
- 2** Sử dụng các **group trên WhatsApp** (tối đa 256 người)
 - Khảo sát đối tượng cụ thể.
 - Nhận phản hồi của khách hàng về sản phẩm mới.
 - Tổ chức các sự kiện.
- 3** Cập nhật **Trạng thái WhatsApp** liên tục: video, hình ảnh và story
 - Hiển thị mã giảm giá
 - Thông báo sự kiện
 - Gửi lời nhắc và thông báo.



Doanh nghiệp B2C (Mục tiêu trên toàn thế giới)

kik.

Kik là ứng dụng nhắn tin số 1 dành cho thanh thiếu niên. Cho phép gửi tin nhắn văn bản, hình ảnh, GIF, emoji...



15 triệu

lượt người sử dụng hàng tháng



Khu vực phổ biến
Canada, Hoa Kỳ,
Anh, Australia



Độ tuổi
13-24

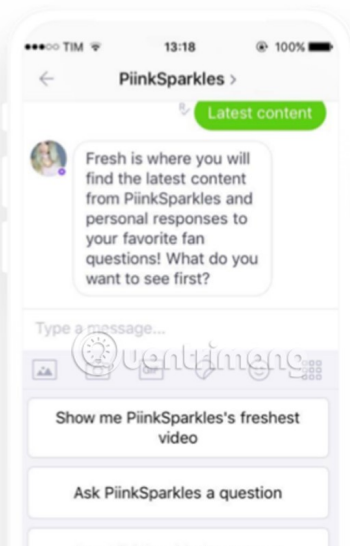
Tip!

- 1** Thông qua API của Kik, tạo **một chatbot** để liên lạc với khách hàng.
- 2** **Quảng cáo chatbot của bạn** bằng cách:
 - Thêm nó vào thư mục/ danh mục chatbot.
 - Để cập đến nó trong các bản tin email của bạn và trên phương tiện truyền thông xã hội.



Note!

Cố gắng chiếm vị trí quan trọng trong tâm trí người dùng, để



The messaging application has about 5 billion active users monthly.

A Nielsen survey on mobile messaging application users shows:

1. 61% of users prefer to receive personal messages from businesses.
2. 63% said it could be paid via a messaging application.
3. Greater than 50% are more likely to shop at a business where they use messages to connect with themselves.

Are you thinking of putting a messaging application into business marketing strategy?

Use the information below to select the most suitable app for your business!

SLACK

Use with B2B businesses.

Slack is the main internal communication platform for many businesses. 77% of top 100 companies follow Fortune using this application.

1. 9 million weekly users.
2. Common area: United States.
3. Age of use: 25-54.

How to use for business

Create different communities and groups on Slack:

- A group for potential customers and influential people to promote your products and services.
- One for existing customers to:
 1. Help them solve the problem.
 2. Collect feedback.
 3. Invite users to participate in product research and testing.

Note: Slack is not a suitable entertainment application or for those who are not used to working.

FACEBOOK MESSENGER

Use with business B2C (Operational target worldwide).

Facebook Messenger is the most installed instant messaging application to date. App allows sending messages, videos, photos, making calls, sending money and many other utilities.

1. 1.4 billion monthly users.
2. Popular in most regions around the world.
3. Age of use: 16-44.

How to use for business

1. Build a chatbot to provide product information via Messenger.

The percentage of users who will open content on Messenger is 80%, while this rate on Email is only 33%. Also create a list of followers to invite to the event and send notifications to.

2. Create leads by using 2 types of ads:

Click ads to Messenger:

1. Located in newsfeed.
2. When users click on it, they are taken to Messenger with chatbot answering their questions.

Sponsored messages:

1. Sending content and offers related to users who have made a message to your Facebook page in the past.

WhatsApp

Use with B2C and B2B businesses (Operational goals in Europe and developing countries)

WhatsApp is the # 1 messaging app in 107 countries. Allows sending text messages, voice and video calls, media exchange and location.

1. 1.5 billion monthly users.
2. Popular in Europe and developing countries.
3. Age of use: 25-44

How to use for business

1. Support customers in real time through chat, video and voice calls.

2. Use groups on WhatsApp (up to 256 people)

1. Survey specific objects.
2. Get customer feedback on new products.
3. Organization of events.

3. Update WhatsApp Status continuously: videos, images and stories

1. Show discount code.
2. Event notification.
3. Send reminders and notifications.

KIK

Use with business B2C (Operational target worldwide).

Kik is the # 1 messaging app for teenagers. Allow sending text messages, images, GIFs, emoji .

1. 15 million monthly users.
2. Popular in Canada, USA, UK, Australia.
3. Age of use: 13-24.

How to use for business

1. Through Kik's API, create a chatbot to contact customers.
2. Advertise your chatbot by:
 1. Add it to the chatbot directory / directory.
 2. Mention it in your email newsletters and on social media.

Note : Try to occupy an important position in the user's mind, so that whenever there is a need and choose service providers, they will think of you first.

SNAPCHAT

Use with B2C businesses (Aim to Generation Millennials).

Snapchat is a messaging application that allows sending text messages, making video calls and also sharing photos and videos for self-deletion in 24 hours. 76% of Snapchat users prefer to shop online.

1. 187 million monthly users.
2. Popular in the United States, India, China.
3. Age of use: 17-36.

How to use for business

1. Promote sales by creating coupon codes and competitions with snap / story
 1. The optimal length for a snap is about 5-15 seconds, a story is 1-2 minutes.
 2. Talk when filming.
 3. Add text / emoticons.
2. Build a prediction for an event by sending multiple stories.
3. Team up with celebrities on Snapchat with the same audience as you.
 1. Sales growth can reach 51%.

SMS APP

Use for all businesses.

SMS messages do not require an internet connection. That's why SMS still holds the 3rd position in terms of global coverage.

1. 18.7 billion monthly users.
2. Popular everywhere in the world.
3. Age of use: Anyone using a mobile phone.

How to use for business

1. Provide promotions and coupons

1. Discount coupons via SMS have a utilization rate of 6.5%
2. This number by email is only 2.7% and 2% for programs printed in leaflets or posters.

2. Send notifications and reminders

1. Ability to attend programs and events increased by 50%.

3. Conduct surveys

The response rate is:

1. Survey via SMS: 10-15%
2. Email survey: 7-9%

Is an application already enough?

When you go through the infographic, you will find that some applications have similar objects in terms of country or age. In order to achieve the largest possible reach, several different messaging applications should be used.

The choice of application should depend on the following aspects:

1. The specific object you are targeting.
2. Features that the application provides.
3. What you are advertising.

Wish you find your application.

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