× SEVENFRIDAY | WATCHES · WHATSAPP VIP LIST

How SevenFriday got Conversion without any marketing campaign

Visitors click the WhatsApp chat icon to join the VIP list (SS1)
WhatsApp opens with a pre-entered text - "Join the VIP list now" (SS2)

Install on Shopify > Book a demo >

14-day free trial, no credit card needed.

SevenFriday
Watches · WhatsApp VIP list

1 in 100

VIP subscribers who purchased

Signup channel	**WhatsApp**
Automated next step	**Welcome offer**

KEY TAKEAWAYS

- Let website visitors join a VIP list through the WhatsApp chat icon.
- Trigger a welcome flow when the visitor sends the prefilled message.
- The published example reports one purchase per 100 VIP subscribers.

Ask an AI about this story — ChatGPT · Claude · Perplexity

CHALLENGE	Turn existing website interest into a customer conversation without a separate marketing campaign.
SOLUTION	Connect a WhatsApp VIP signup to an automated welcome offer.
RESULTS	✓ One purchase per 100 VIP subscribers in the published example

HOW THE WORKFLOW WORKS

STEP 1
Open WhatsApp from the website

STEP 2
Send the VIP signup message

STEP 3
Receive the welcome offer

SPUR

Make the welcome message do useful work.

Build a simple flow that turns a new WhatsApp signup into a clear next step.

Install on Shopify >

1. Visitors click the WhatsApp chat icon to join the VIP list (SS1)
2. WhatsApp opens with a pre-entered text - "Join the VIP list now" (SS2)
3. As soon as the customer sends that a flow is triggered (SS3)
4. That flow has another button "Get Free Stap" → which gives them a discount code that they can avail right away!
5. Out of 100 people who subscribed to the VIP list like this, 1 of them converted (which is a good conversion rate give the high AOV)

Results at a glance

VIP subscribers who purchased	**1 in 100**
Signup channel	**WhatsApp**
Automated next step	**Welcome offer**

> “The pre-built flows are built for conversion & love the support by the team!”
>
> **Renards Skutels**, Founder Chatsmart

Was this page useful?

Run one of these on your own audience.

Spur turns customer behaviour into WhatsApp and Instagram audiences and bills you per conversation delivered. It connects to Shopify if you sell there. 14-day free trial, no credit card needed.

Install on Shopify > Book a demo

Meta Business Partner · Shopify Partner

- ✓ 14-day free trial
- ✓ No credit card needed
- ✓ Connects to Shopify in minutes
- ✓ WhatsApp billed per delivered message