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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)

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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.

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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. 7-day free trial.

 Meta Business Partner

 Shopify Partner

- ✓ 7-day free trial
- ✓ Connects to Shopify in minutes
- ✓ Billed per conversation delivered

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