

# Why a WhatsApp Button on Your Website Doubles Your Enquiries

FoundationWeb Free Guide • WhatsApp & Leads

South Africans love WhatsApp. Most people would rather send a quick message than fill in a form or make a phone call. If your website doesn't have a WhatsApp button, you're losing more than half of your potential leads every single day.

1

## Add a WhatsApp Button to Every Page

A floating WhatsApp button (bottom-right corner) means visitors can contact you instantly from wherever they are on your site. No hunting for a contact page required.

2

## Write a Welcoming Auto-Message

Pre-fill the WhatsApp message so it reads: 'Hi FoundationWeb, I found you on your website and I'm interested in a quote.' This removes friction — customers don't have to think about what to type.

3

## Respond Within 15 Minutes

Speed is everything. The business that replies first usually wins the job. Set a WhatsApp notification tone you'll actually hear, and aim to respond within 15 minutes during business hours.

4

## Use WhatsApp Business, Not Personal

Download the free WhatsApp Business app. It lets you set up a business profile, away messages, quick replies, and labels to organise leads. It looks more professional too.

5

## Follow Up Leads Who Don't Book

If someone messages but doesn't commit, follow up 24–48 hours later with: 'Hi, just checking in — are you still looking for a quote? Happy to help.' Most bookings happen on the second message.

## Your WhatsApp Lead Setup Checklist

- WhatsApp Business app installed and profile completed
- Business hours and away messages configured
- WhatsApp button added to your website
- Pre-filled message set up with your wa.me link

→ Quick replies saved for common questions

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