



BEGINNER'S GUIDE

Everything you need to know about creating your own website and start selling directly to customers.

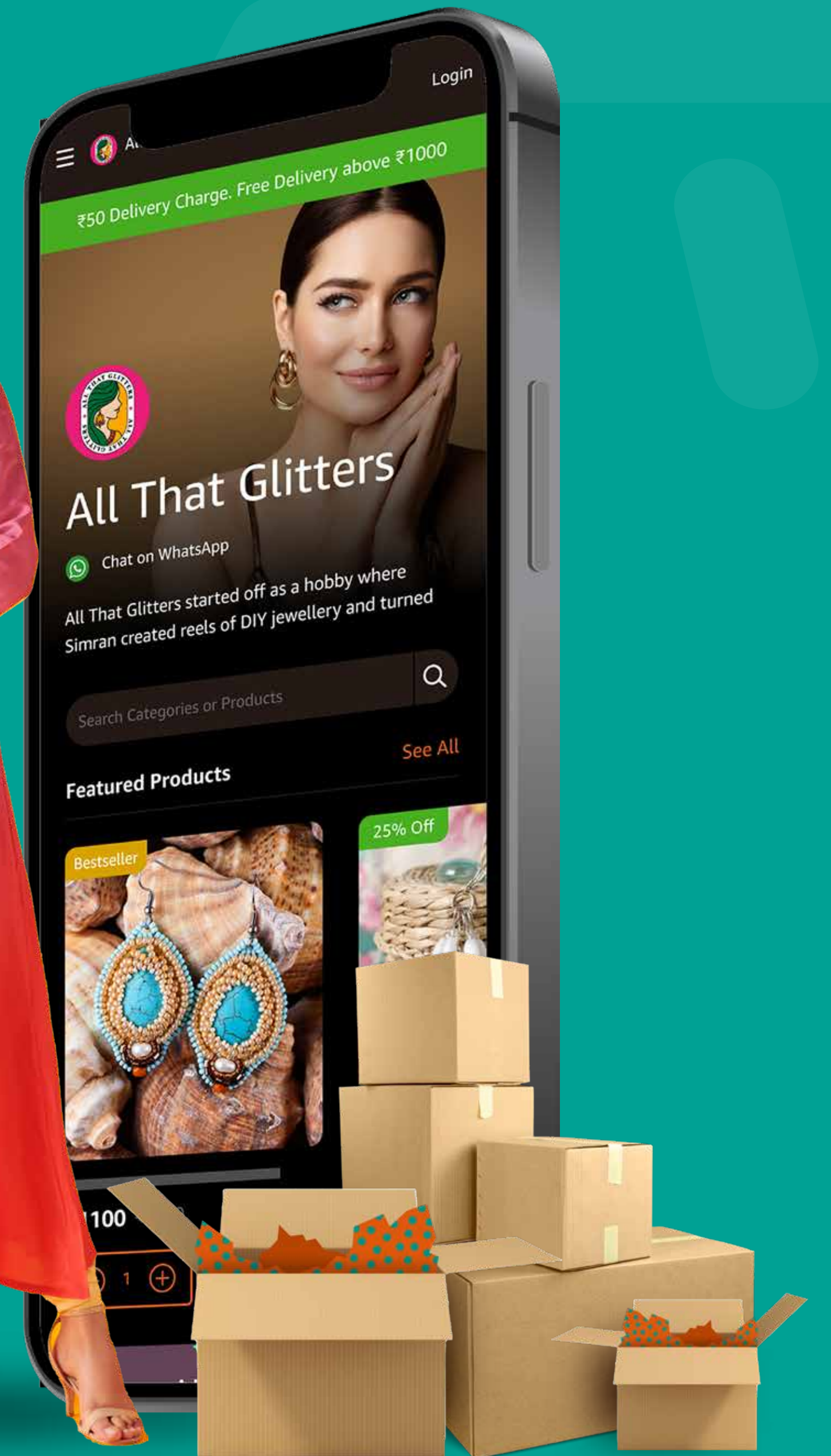
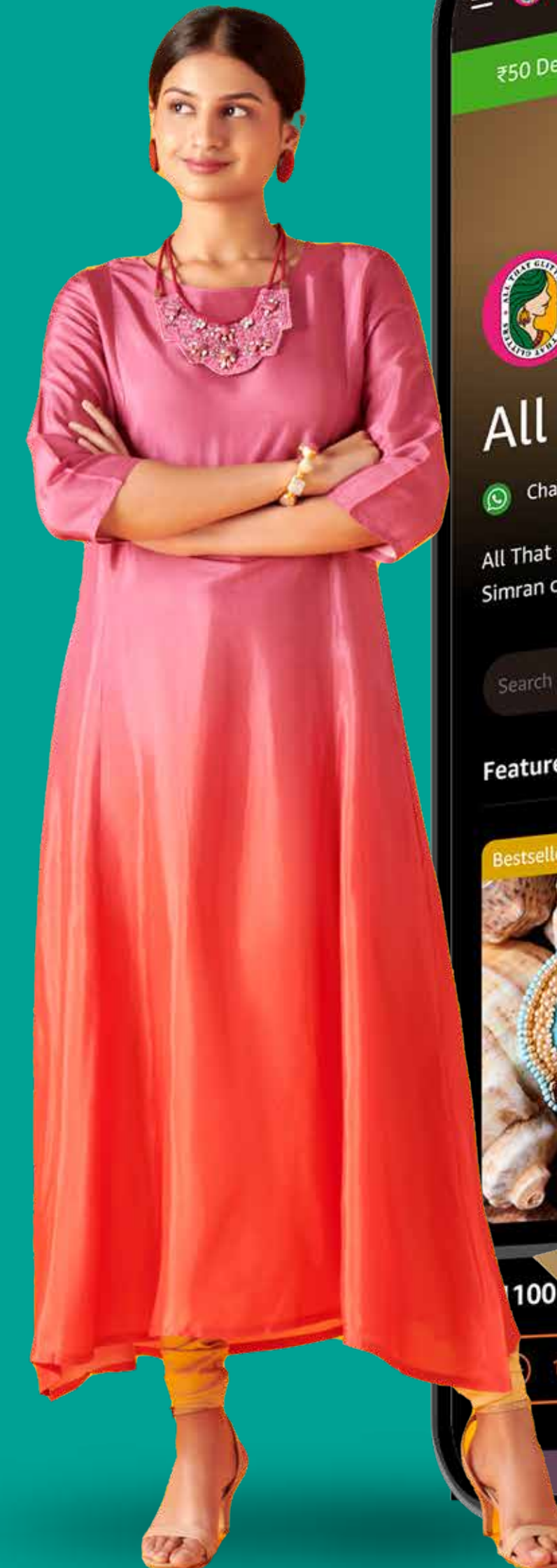


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What is SmartBiz?

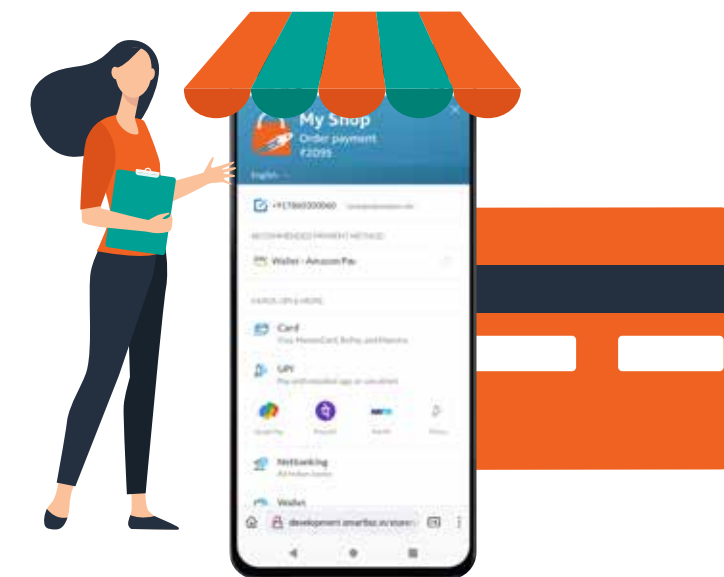
SmartBiz by Amazon is an online store builder that can help you create your own website easily within minutes. Backed by powerful tools from Amazon, you can now start selling the way you want to your customers online.



Set up your **own online store** in minutes.



List **unlimited products** online



Offer **multiple online payment options** to your customers



Route all your customers from **various channels & manage orders from one place**

Why choose SmartBiz?

Easy-to-use



Set up in
few minutes



No coding
required

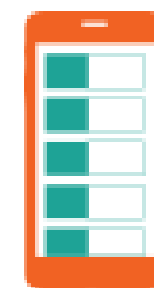


Simplified
features



Manage from
your mobile

Packed with features



List unlimited
products



Offer online
payment options



Integrated
shipping services



Promote your store
everywhere using
links or QR



Customizable
themes

Reliable support for your business



2 day payment
settlement



On call
support



Zero*
commission/fees

Introductory offer



Now signup on SmartBiz by Amazon and build your website for completely free.
***Offer valid till September 2024**

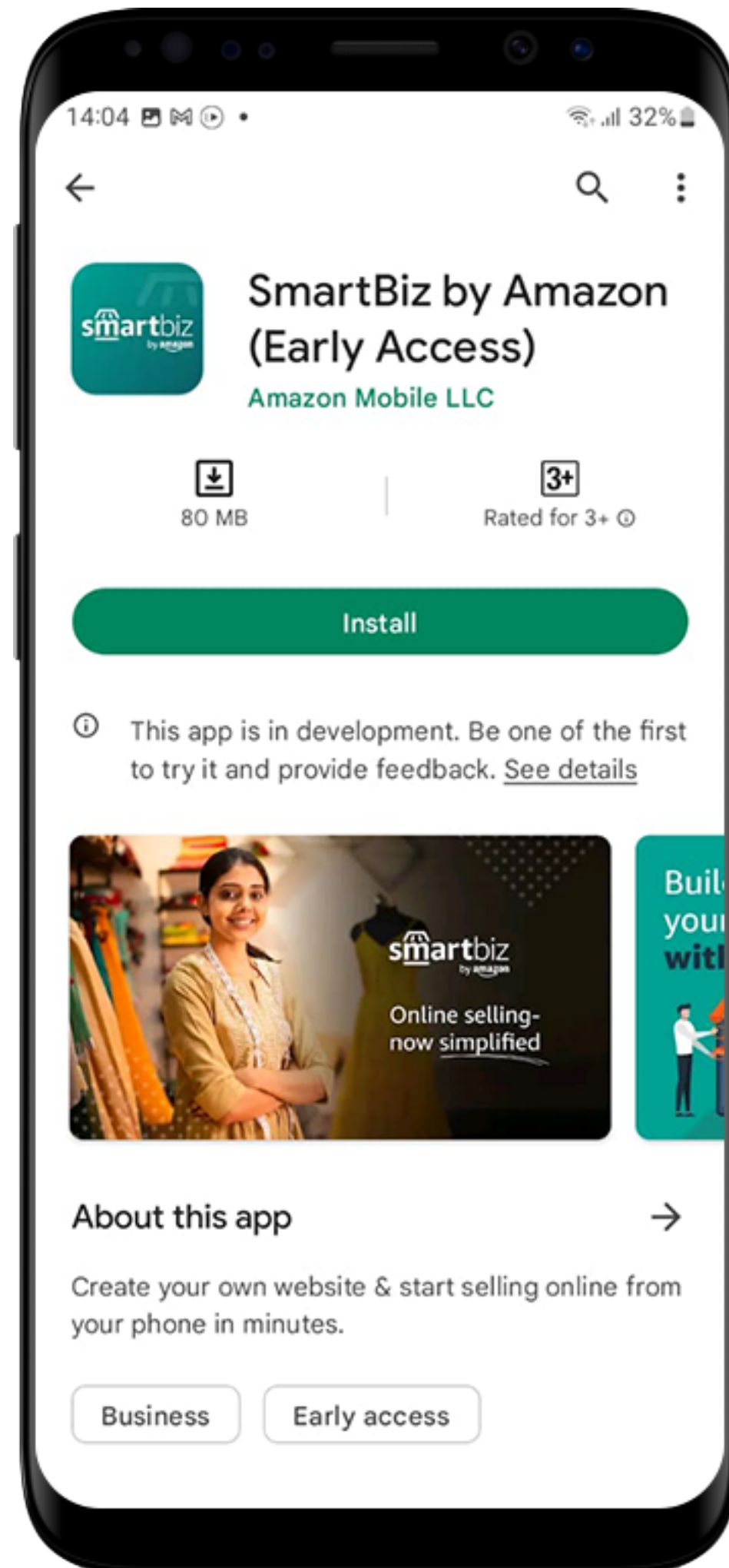
Get started

How to set up your own website?

With SmartBiz, you can now create an online store for free within minutes, without any complex coding or technical knowledge.



3 steps to register your account



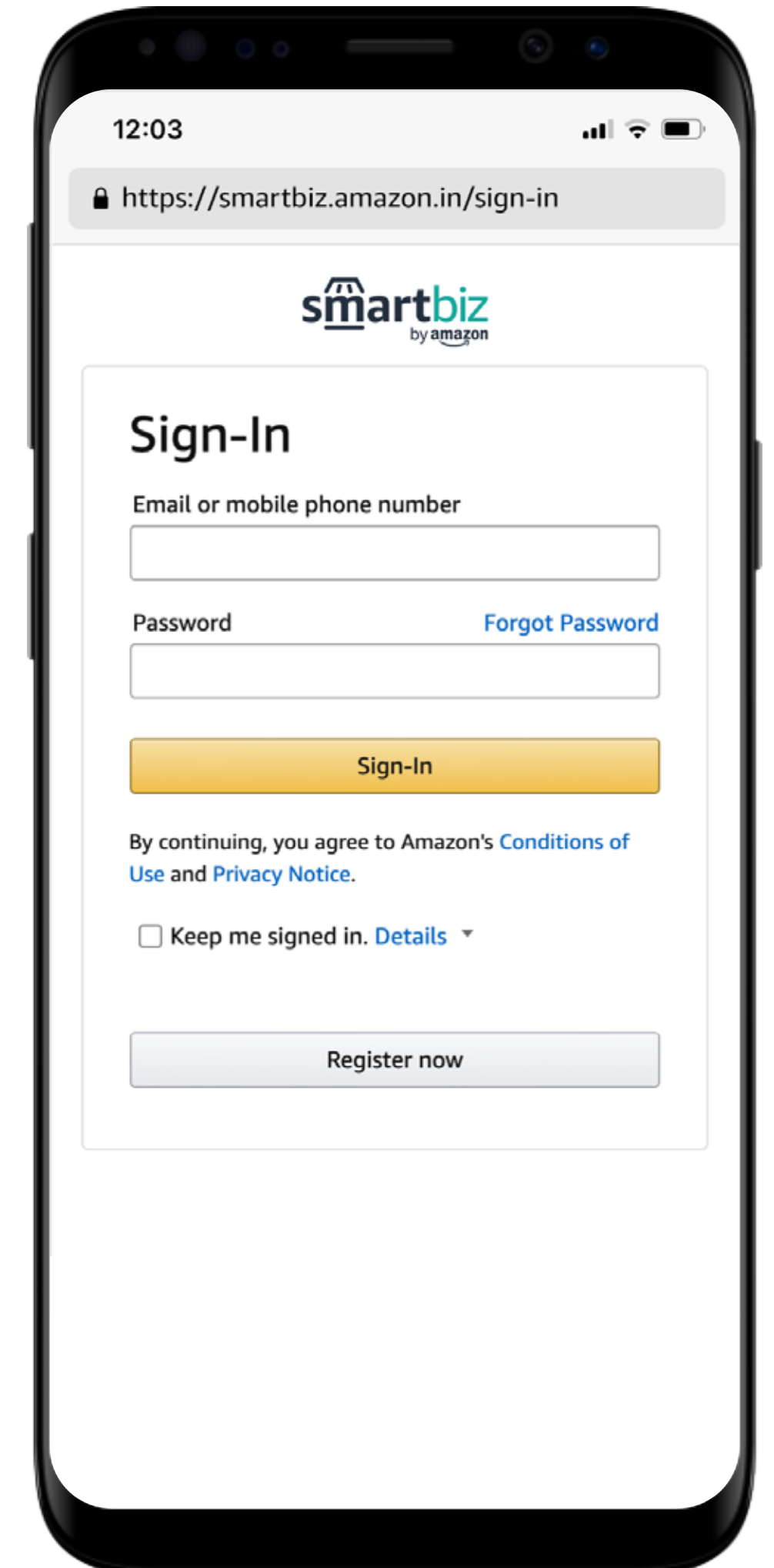
Download app from Playstore



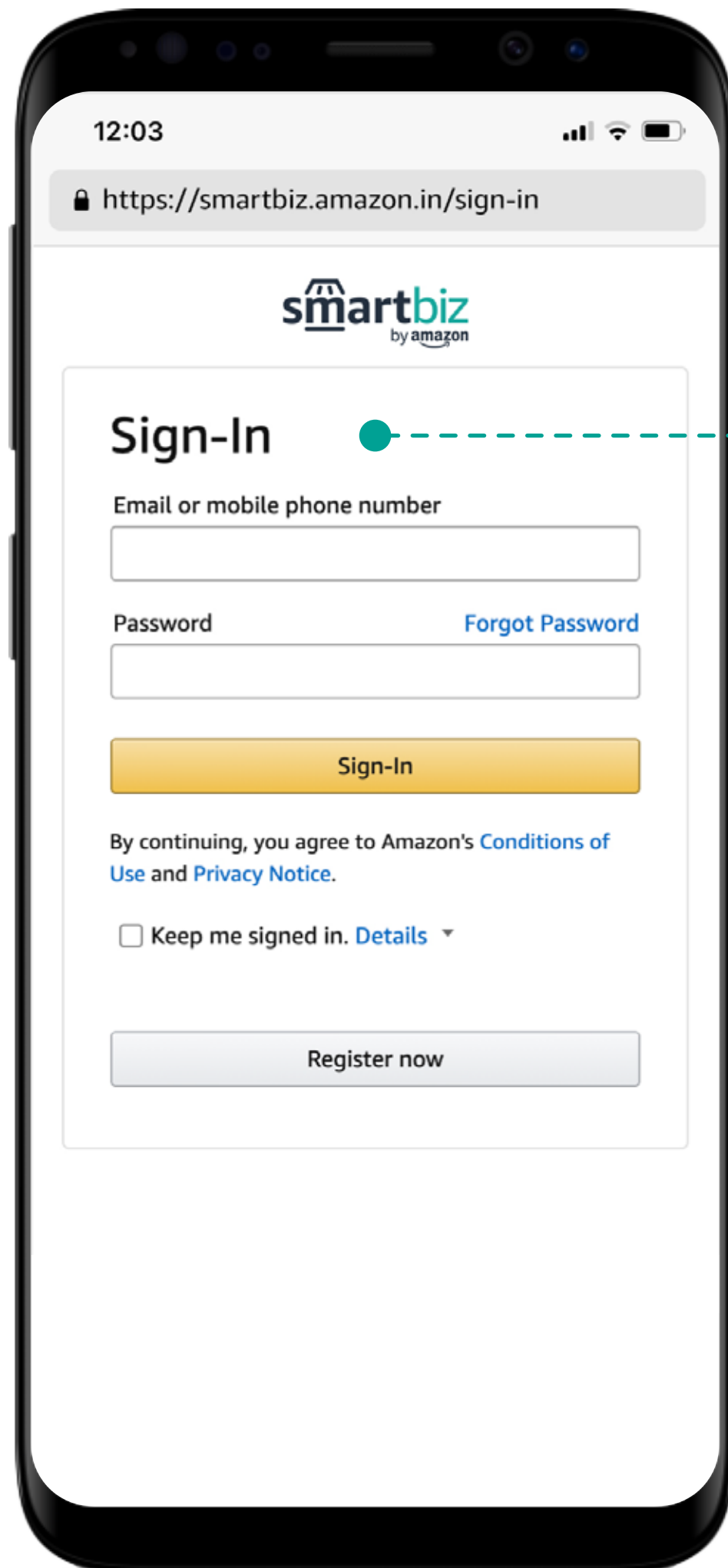
App available for Android 8 and above

Sign up on app

- Create an account for your business*
- Enter your name, mobile number, e-mail ID (optional), and password
- Confirm your mobile number by entering the received OTP



3 steps to register your account



12:03
https://smartbiz.amazon.in/sign-in

smartbiz
by amazon

Sign-In

Email or mobile phone number

Password [Forgot Password](#)

Sign-In

By continuing, you agree to Amazon's [Conditions of Use](#) and [Privacy Notice](#).

Keep me signed in. [Details](#)

Register now



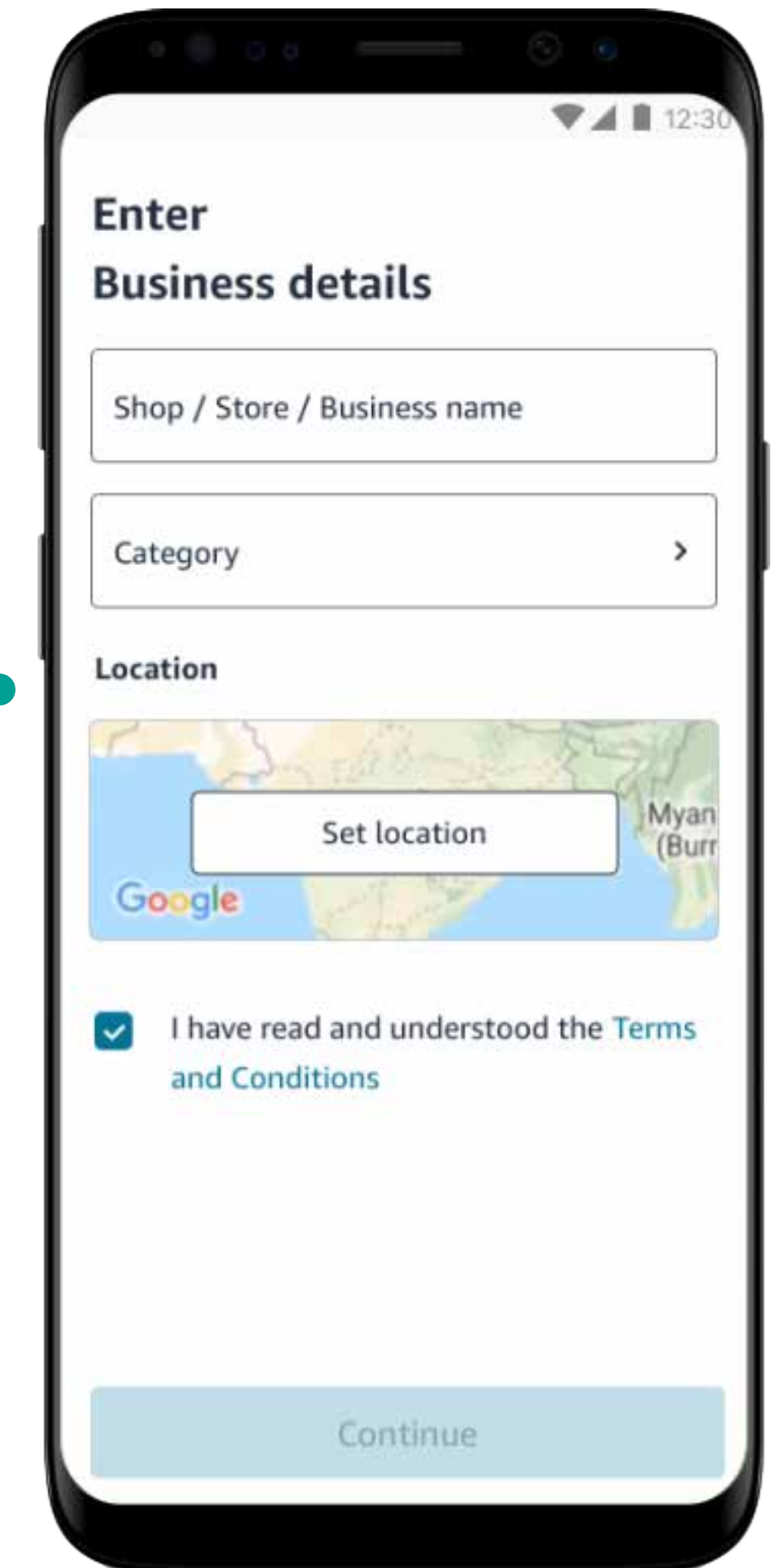
If you already have an Amazon customer account, you can use the same email/ phone number & password to login and set up your account instead of signing up

Fill in the necessary business details

- Enter your store name and category(s).
- Set the location of your business and mention the complete address, including street, landmark, pin code, and state.



Be careful while updating your store name as it is non-editable and will be displayed on the website URL.



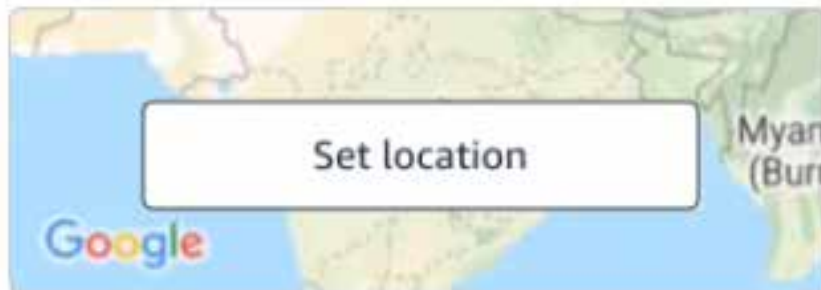
12:30

Enter Business details

Shop / Store / Business name

Category >

Location

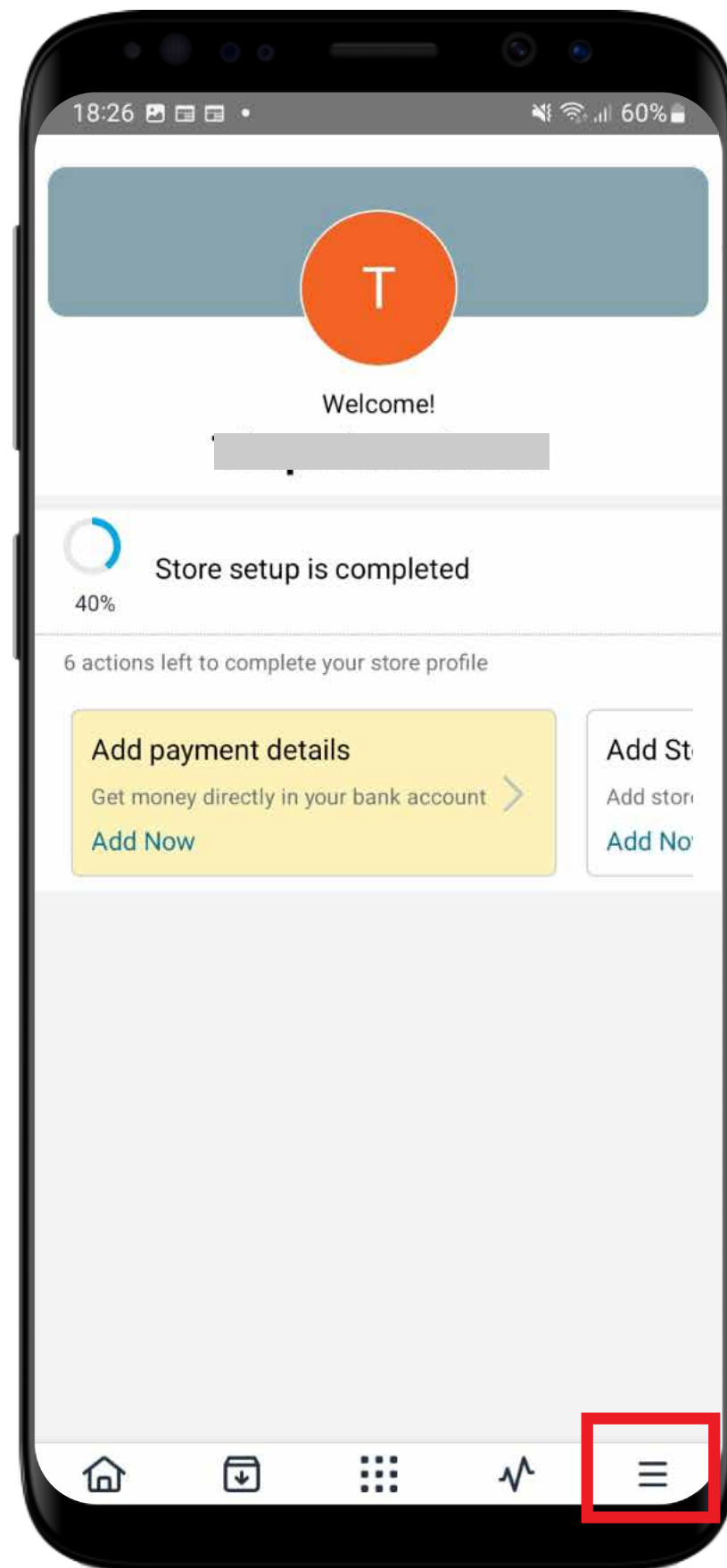


Set location

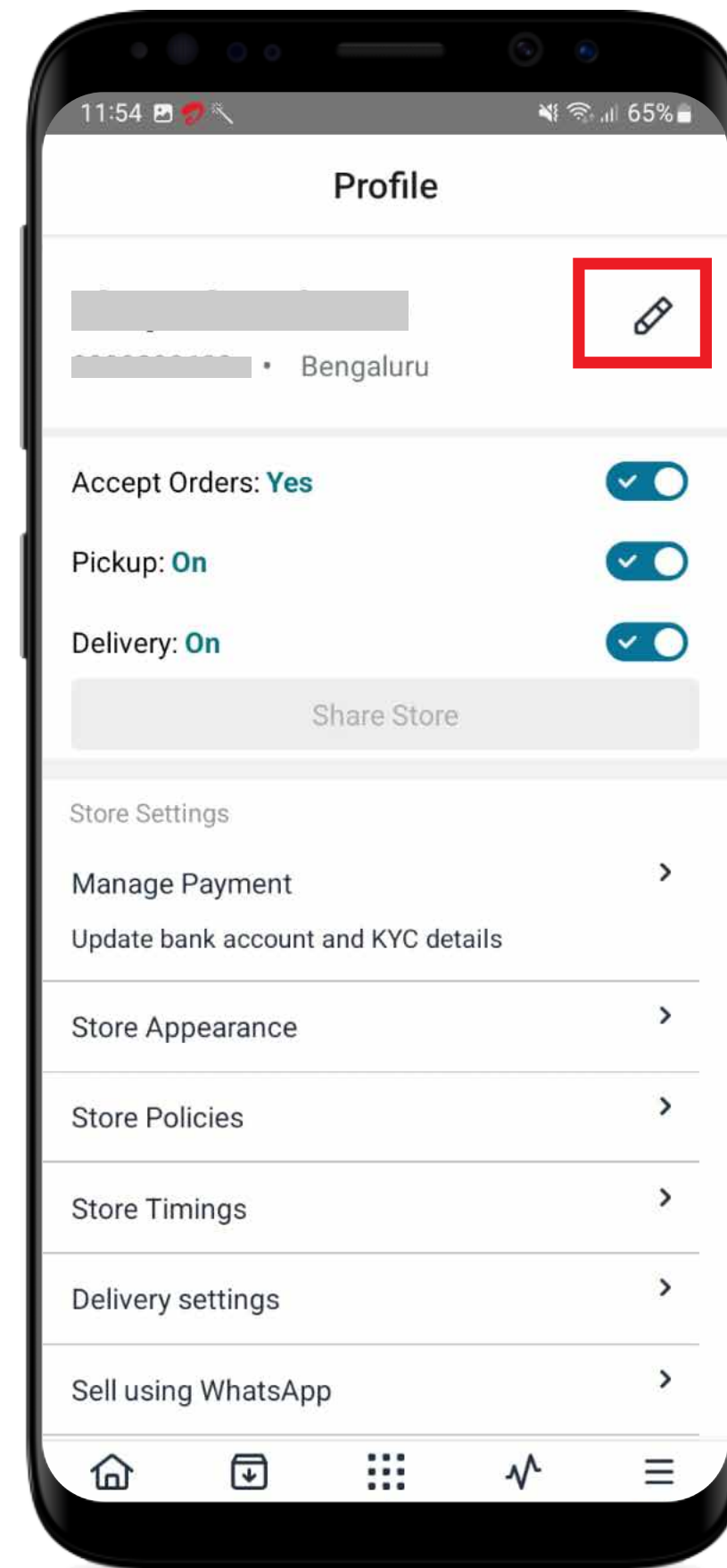
I have read and understood the [Terms and Conditions](#)

Continue

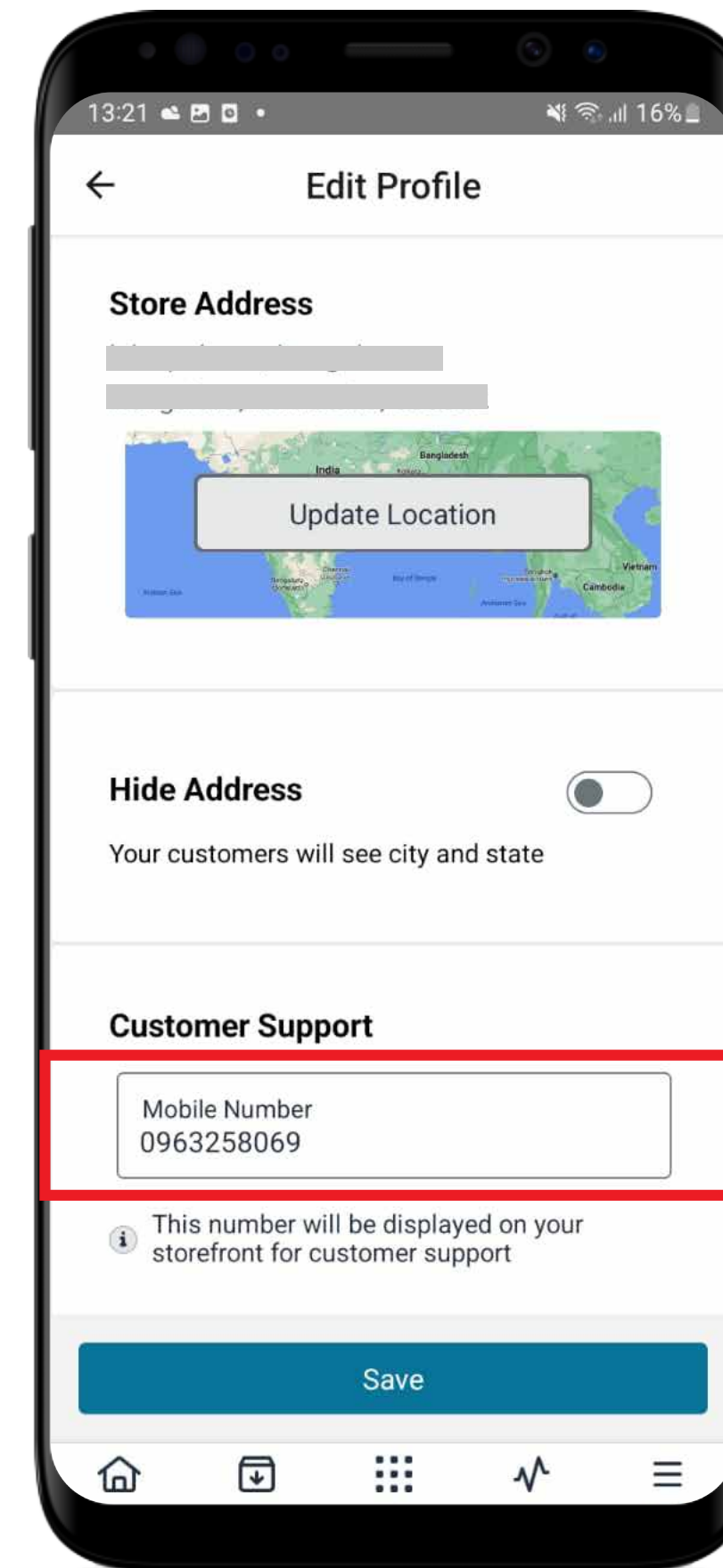
Change your display number



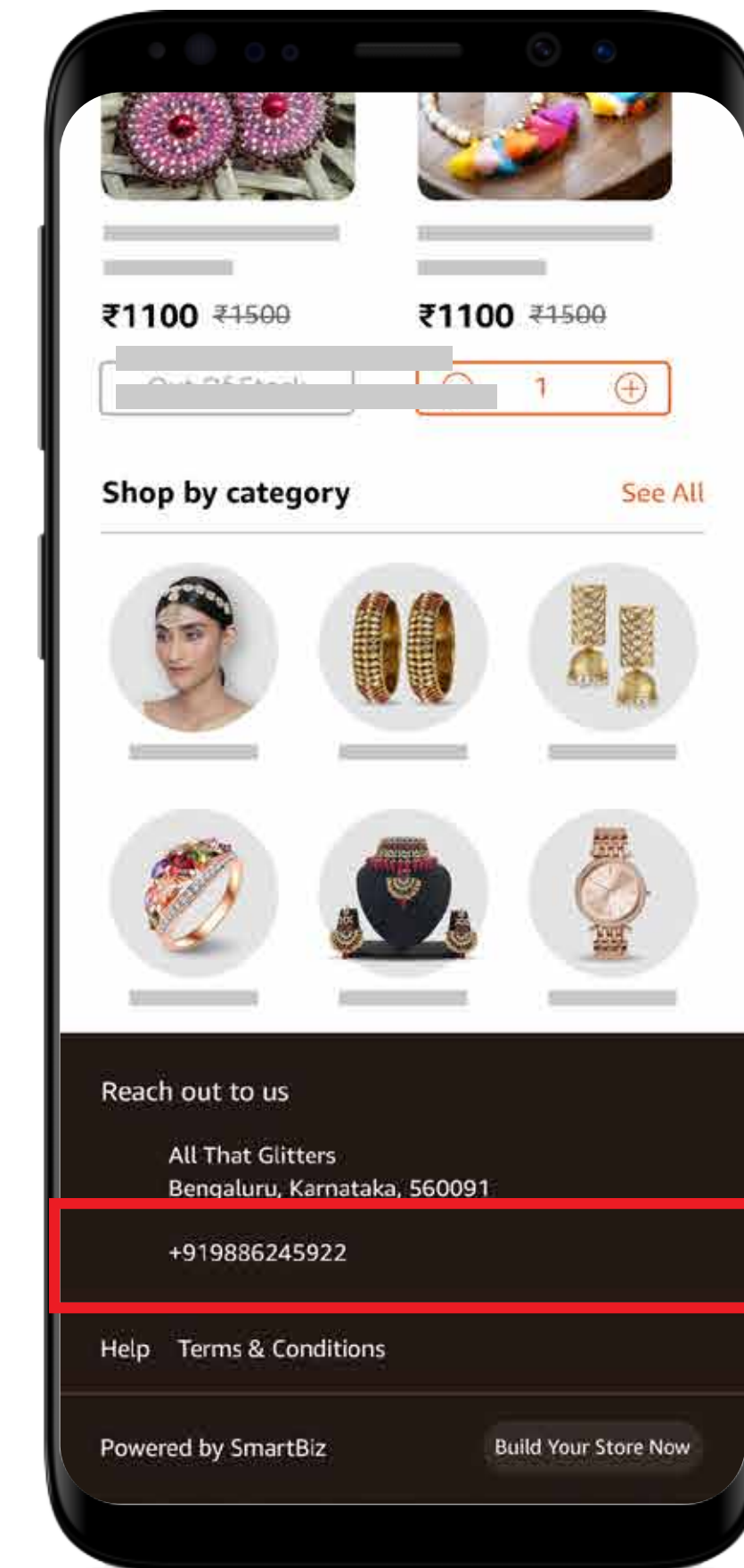
Go to your **Profile Page**



Select the **Edit** icon



Type in **the phone number** that you want your customers to see on your website



Your customers will be able to see your **displayed phone number** on your **website footer**

Listing your products

Your product listing creates the first impression on your customers. Make sure it is a good one!

How to list your products?

The image shows a smartphone screen with the 'Add Product' form. The form includes a back arrow, a title 'Add Product', and a status bar at the top showing the time 13:22 and 55% battery. The form fields are: an image upload area with a plus icon and a red dot; a 'Product Name' text box with a red dot and a 'Maximum 100 characters' limit; a 'Description (Optional)' text area with a red dot and a 'Maximum 600 characters' limit; two currency input boxes for 'MRP' and 'Selling Price', both with red dots; and a blue 'Add Product' button at the bottom. A bottom navigation bar with icons for home, search, and other functions is visible.

Images:

Add up to 6 product images from your gallery or take a new picture from your smartphone camera.

Product name:

Add the product name for each SKU.

Description: This will contain any additional detail about the product like color, size or how to use it.

MRP:

List the maximum retail price of your product.



Pro-tip: Keep your product images ready and handy on your phone before you start listing for a seamless cataloging experience.

How to list your products?

The image shows a smartphone screen with a product listing form. The form includes the following fields and options:

- MRP (₹)
- Selling Price (₹)
- Business Category (dropdown)
- Product Category (dropdown)
- This product has multiple units
- Quantity
- Units (dropdown)
- Features**
Add color and size information about this product
Maximum 20 characters
- Select Color (dropdown)
- Maximum 20 characters
- Enter Size (dropdown)
- Mark as Best Seller

Selling price:

Your selling price will always be equal to or less than the MRP. Use this field to update the price at which you want to offer the product for sale, especially when you are running any discount or promotional offer.

Business category:

Select the type of business category you are operating in.

Product category:

Your product category will be based on the business category that you had selected initially while setting up the store.

Color:

Add the color of the product by selecting the relevant color from the given options.

Size: Enter the size of your product.

How to list your products?

₹ MRP ₹ Selling Price

Business Category

Product Category

This product has multiple units

Quantity Units

Features
Add color and size information about this product

Maximum 20 characters
Select Color

Maximum 20 characters
Enter Size

Mark as Best Seller

Quantity and unit:

Select the unit that will be used to sell your product.
eg Kg, number of pieces, liters etc

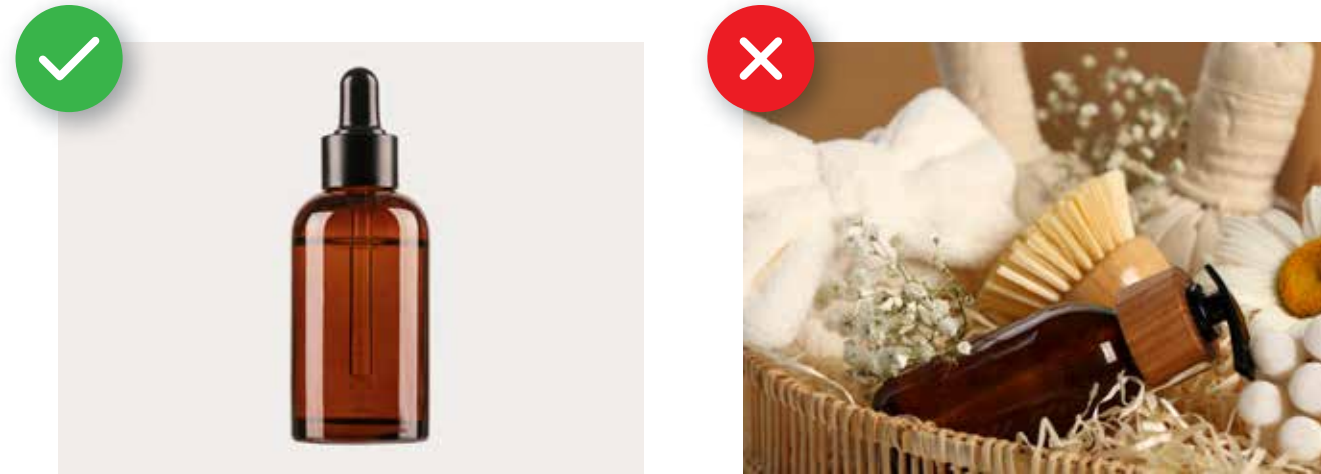
You can mark a product as a bestseller for your online store.

Enabling this option will make that product appear first in an independent widget on your website, showcasing the best and most popular options upfront to your online customers.

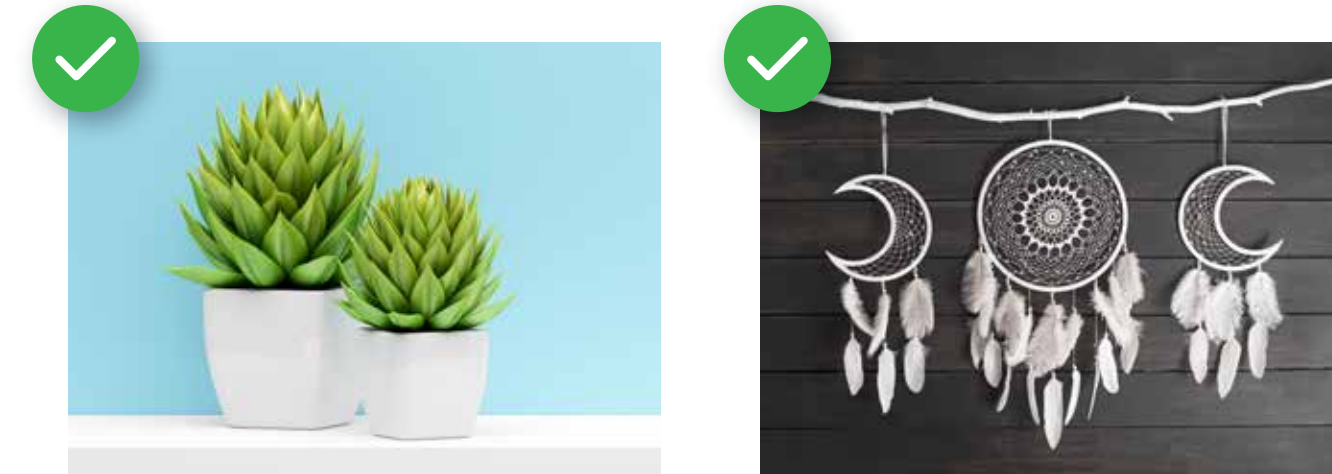


Note: You will only see those business categories here that you have chosen at the time of store set-up. In case you want to enable more options, you can go back to your store profile and add the selected categories.

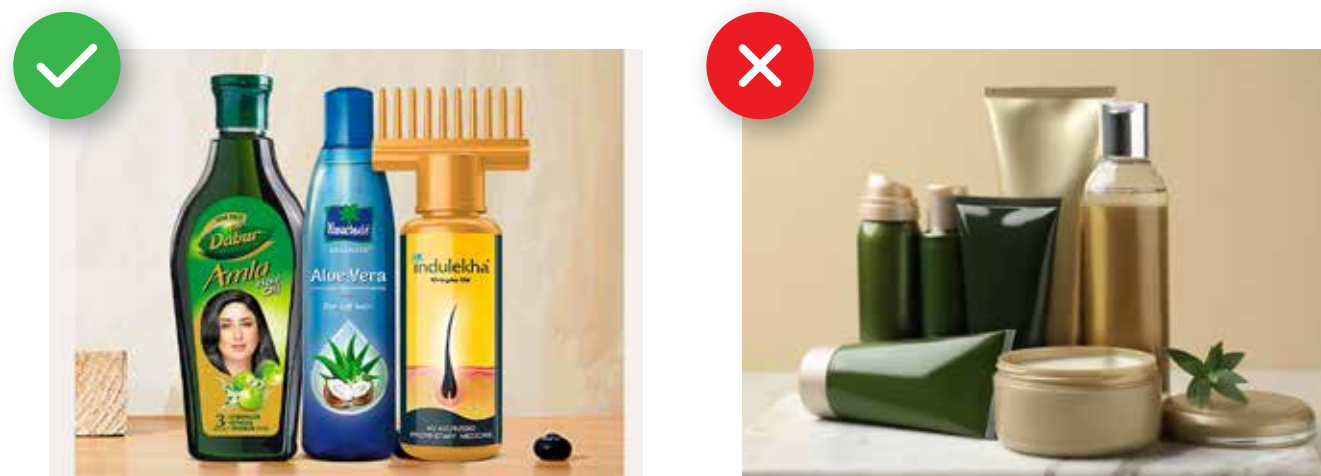
Best practices for an optimized product listing



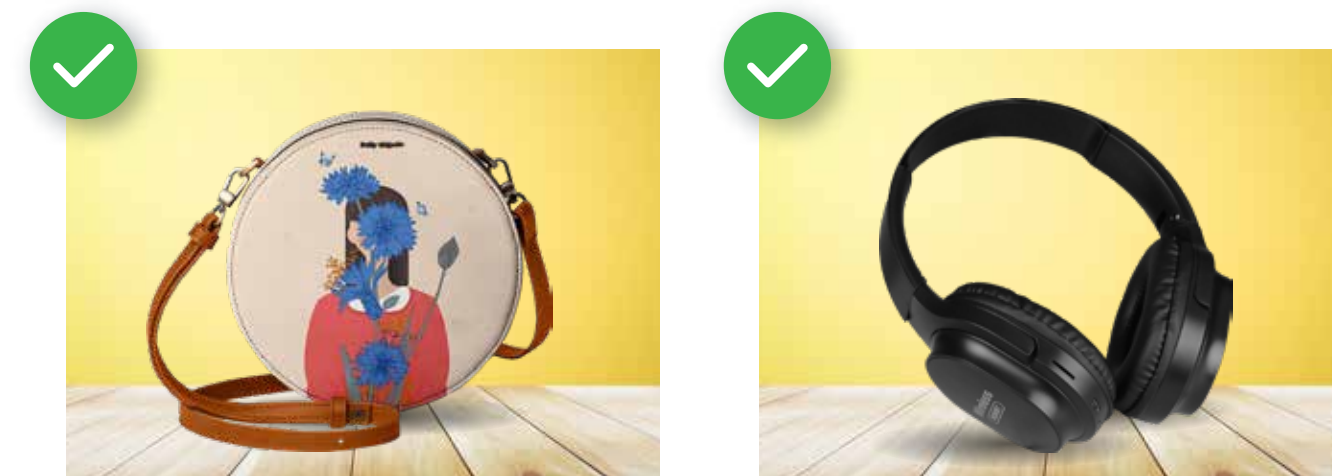
Upload high-quality images on a non-distracting background as the main image to help customers make an informed choice.



You can also include lifestyle photos of your products in use. This will help customers visualize the product in real settings.



Use real product images instead of Google images



Try shooting your images with a consistent background. This helps maintain brand consistency and build brand recall.



Pro-tip: Optimize your product listing- title and description for SEO. Conduct keyword research to include relevant long-tail and short-tail keywords in your product listing.

Benefits of a good product listing



Increasing customer trust



Improving conversion



Boosting SEO

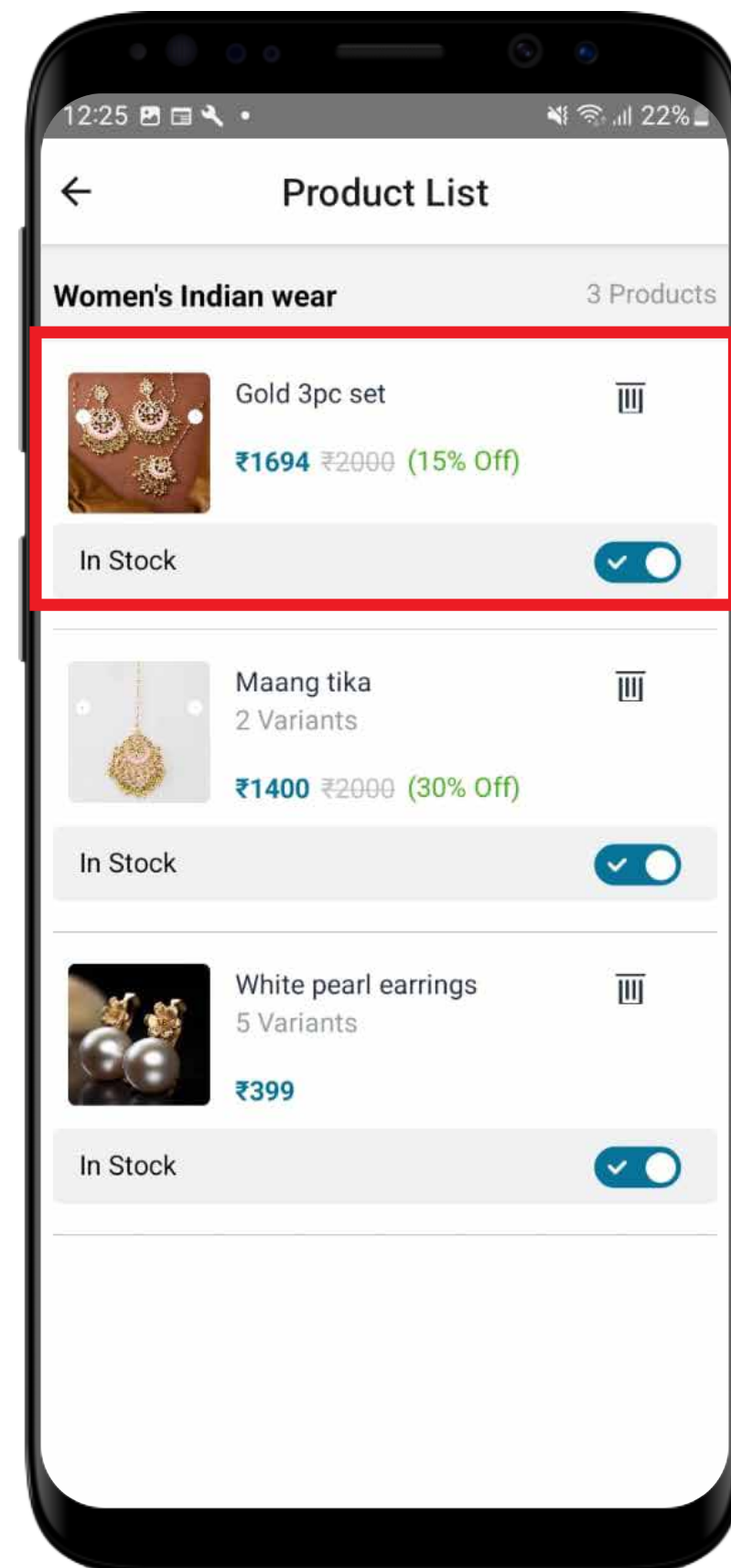


Making an informed purchase decision (& can even reduce returns/escalations)

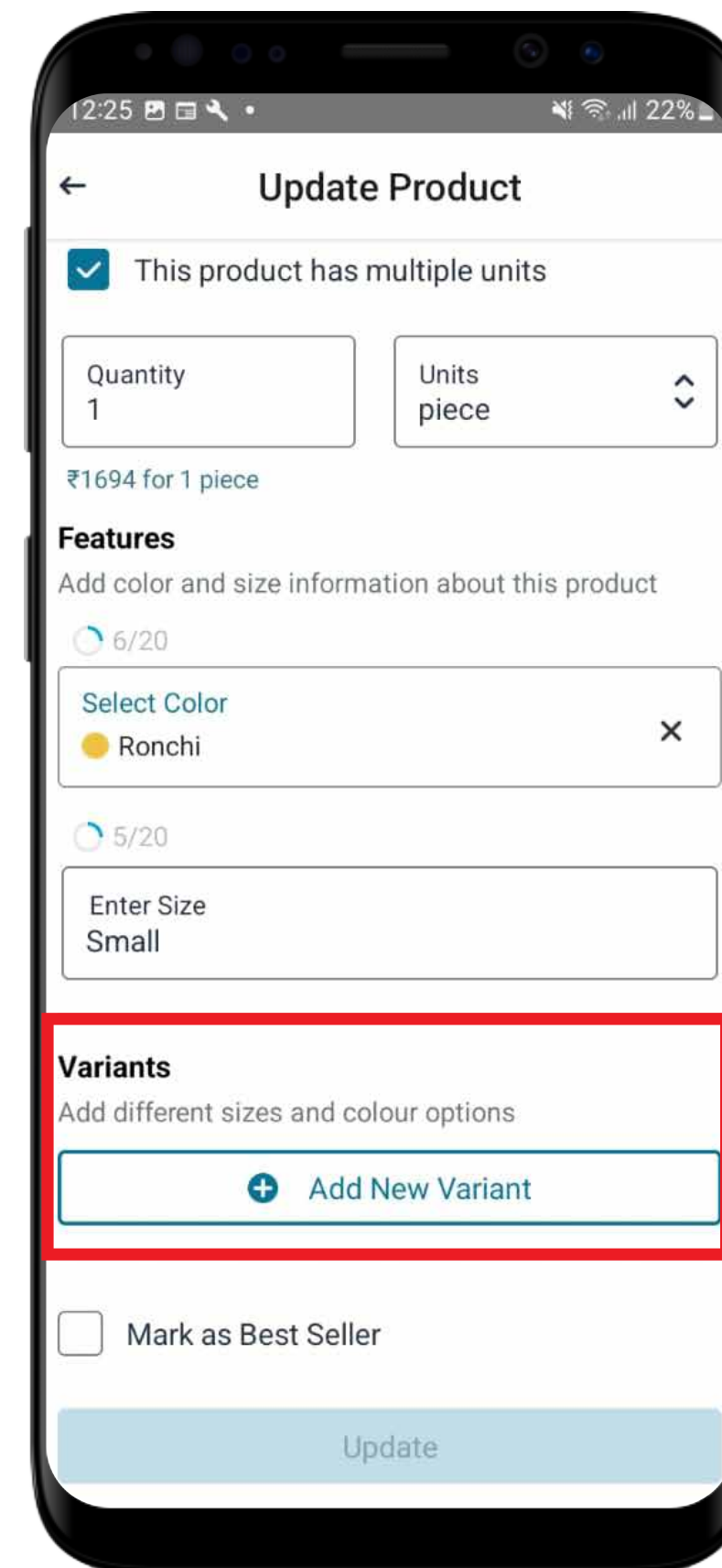
How to add colour and size variations?



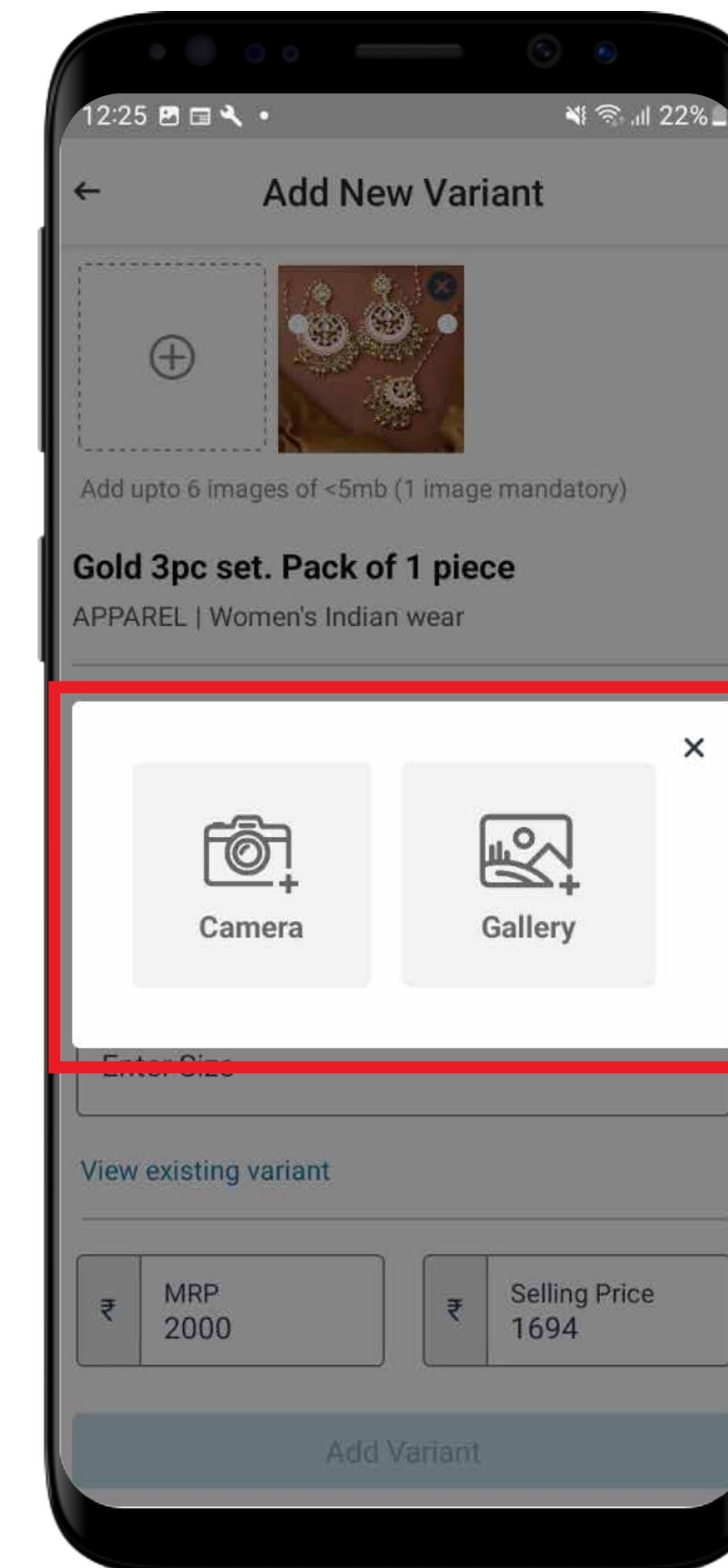
To add product variations go to your **catalog** page



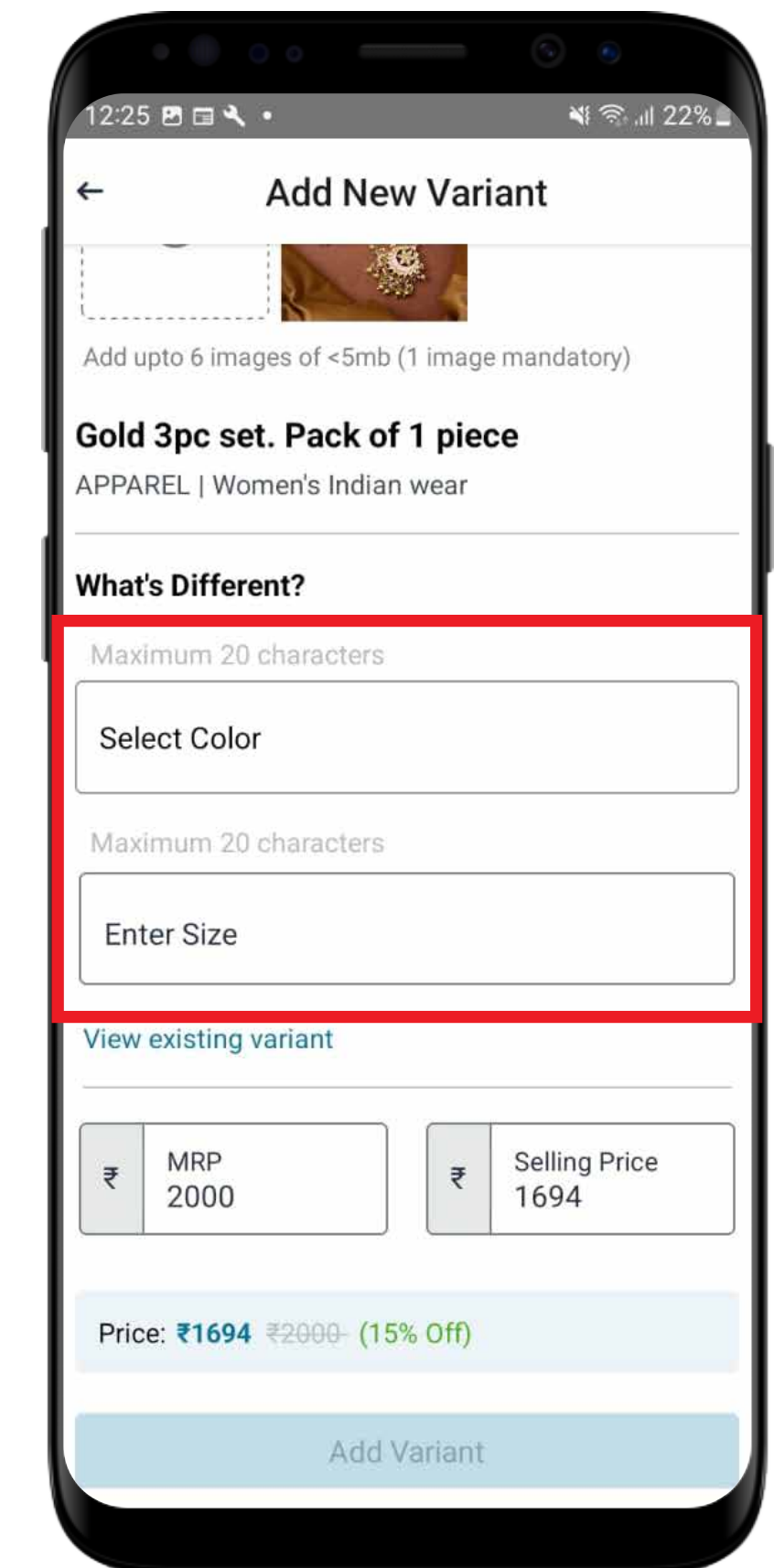
Go to the **product** you want to add variations to



Click on **Add New Variant**

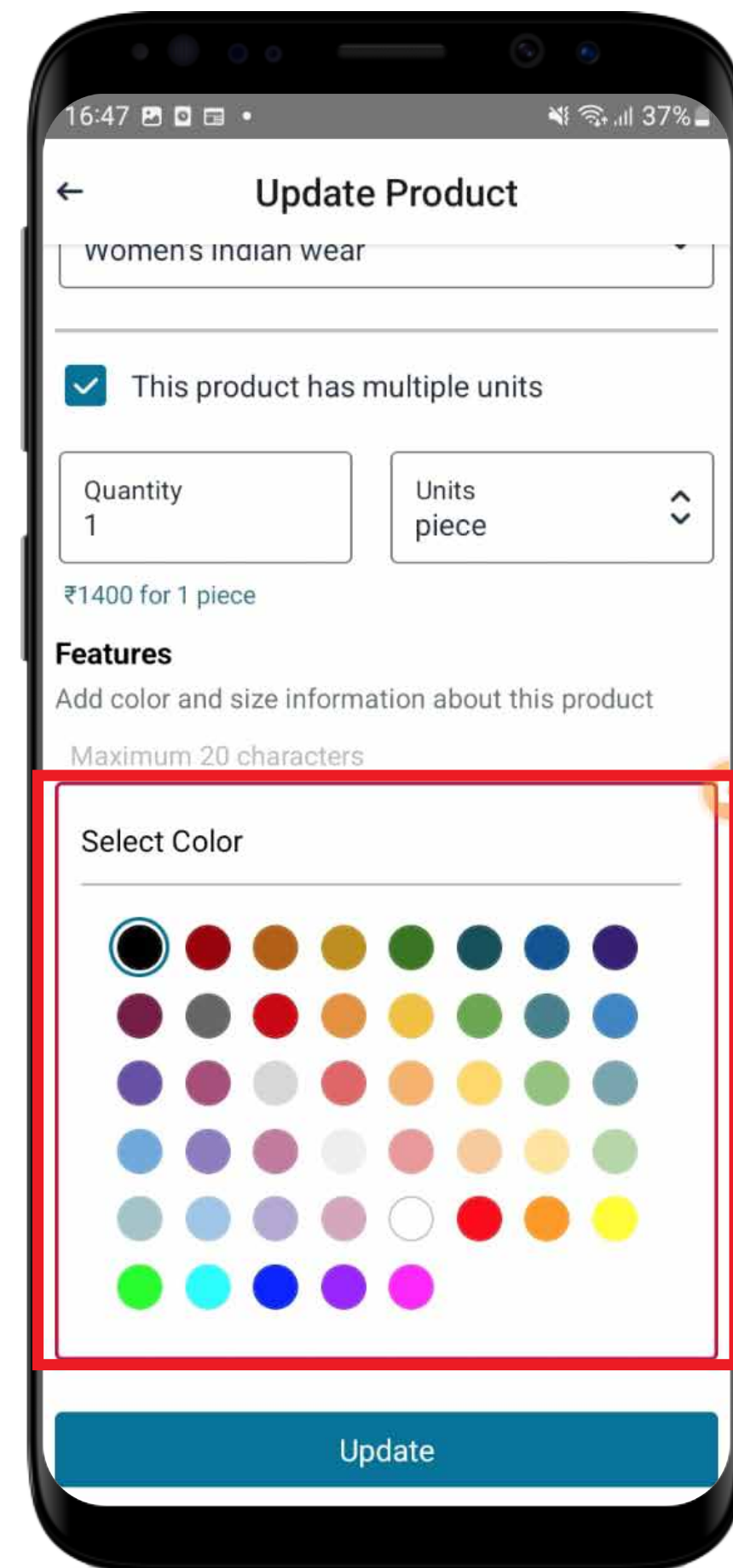


Upload the image of your variation

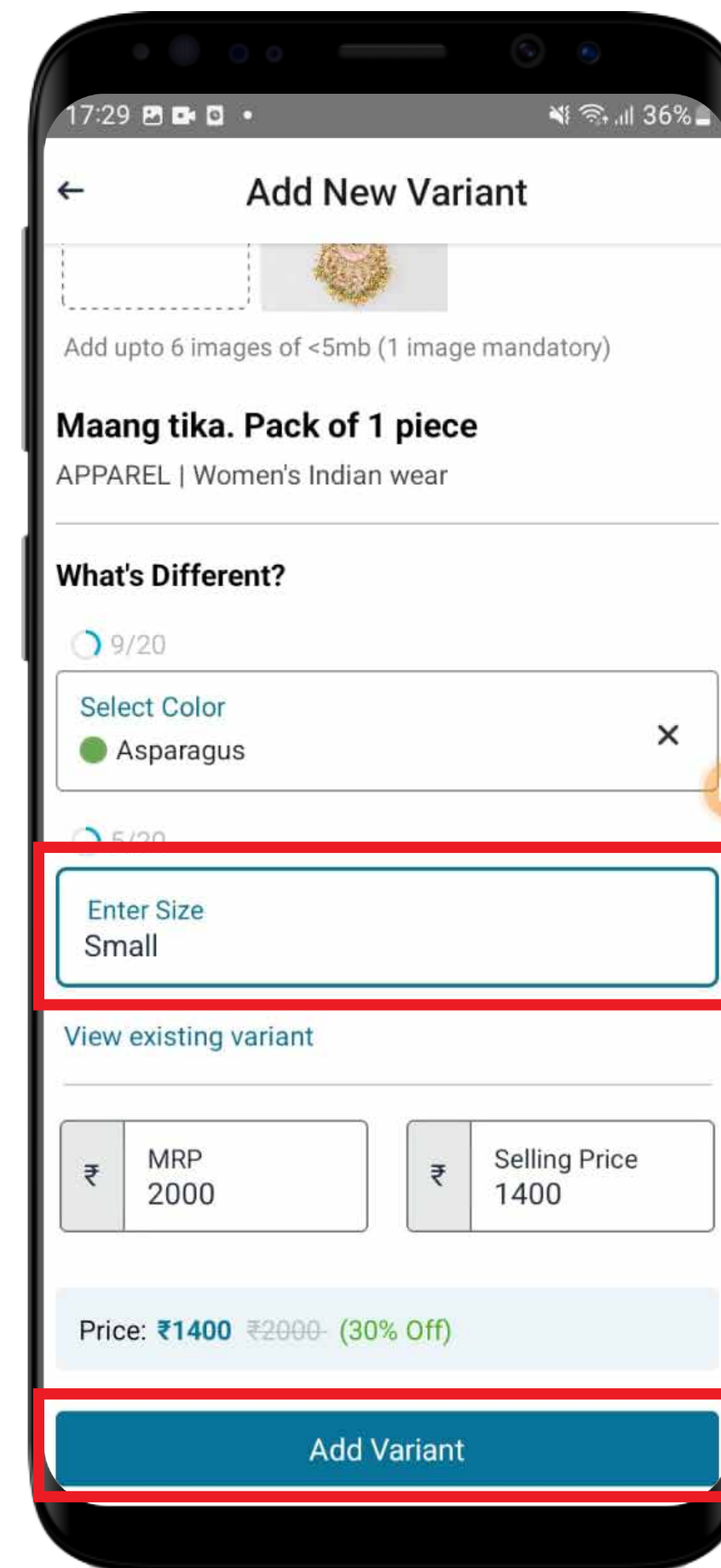


Select the color and size of your variation

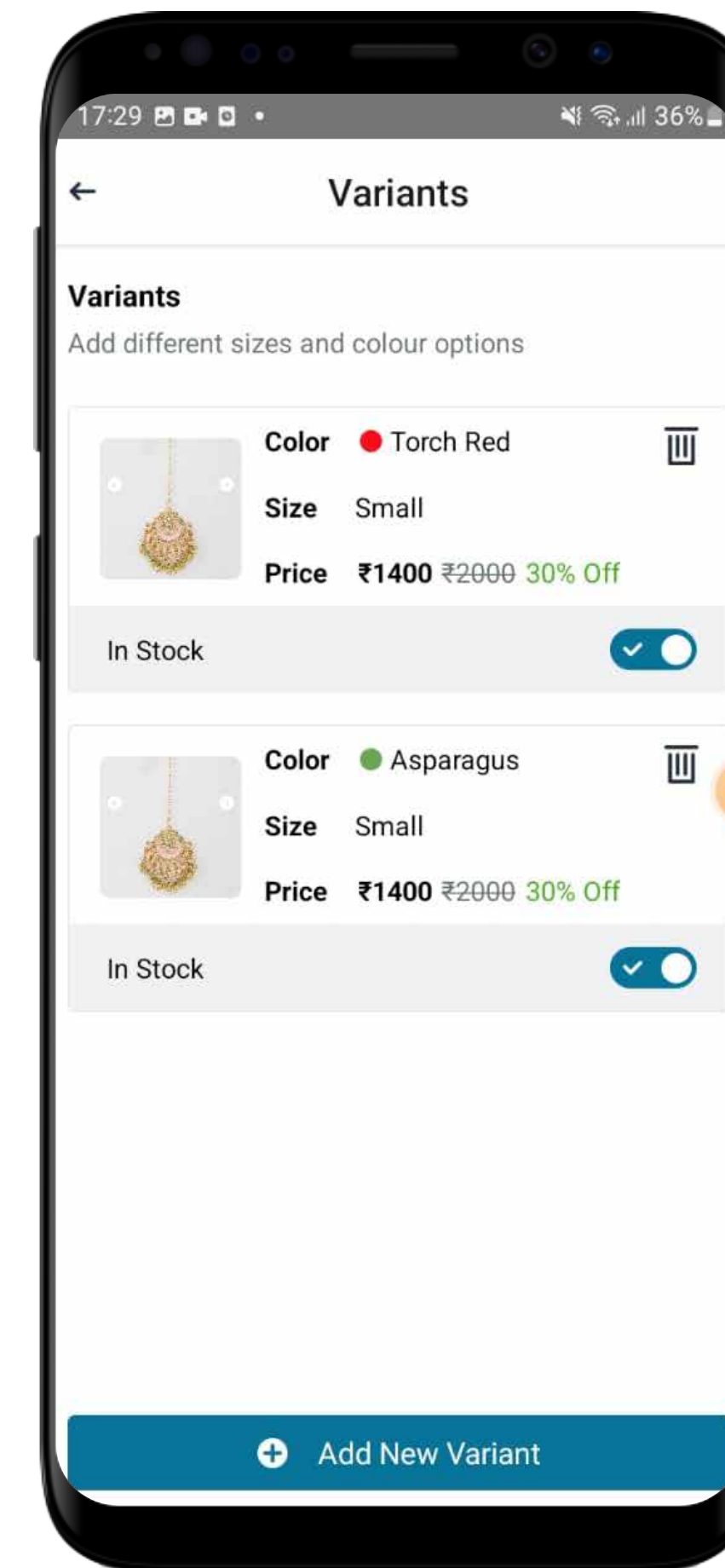
Adding variations



Select the color from the dropdown menu

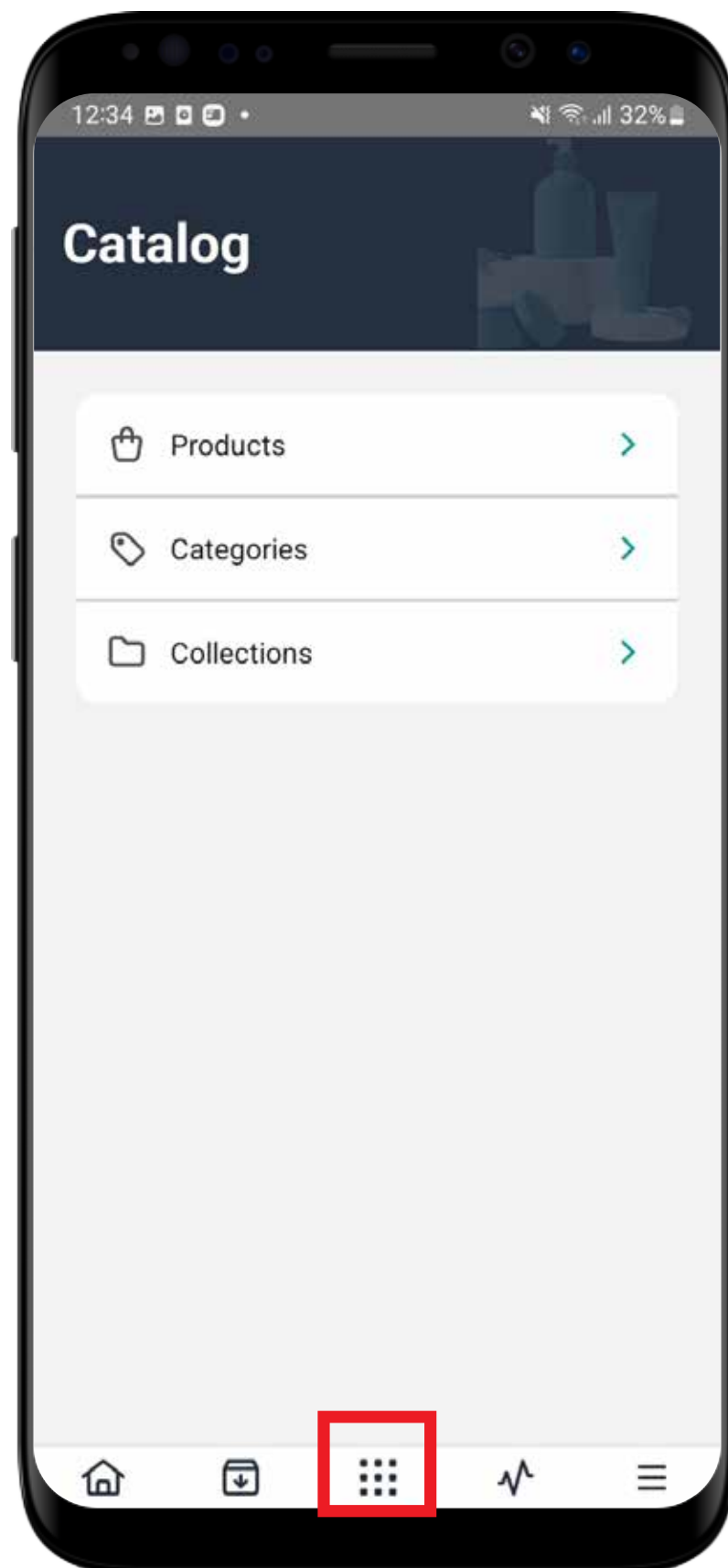


Enter the size and click on "Add Variant"

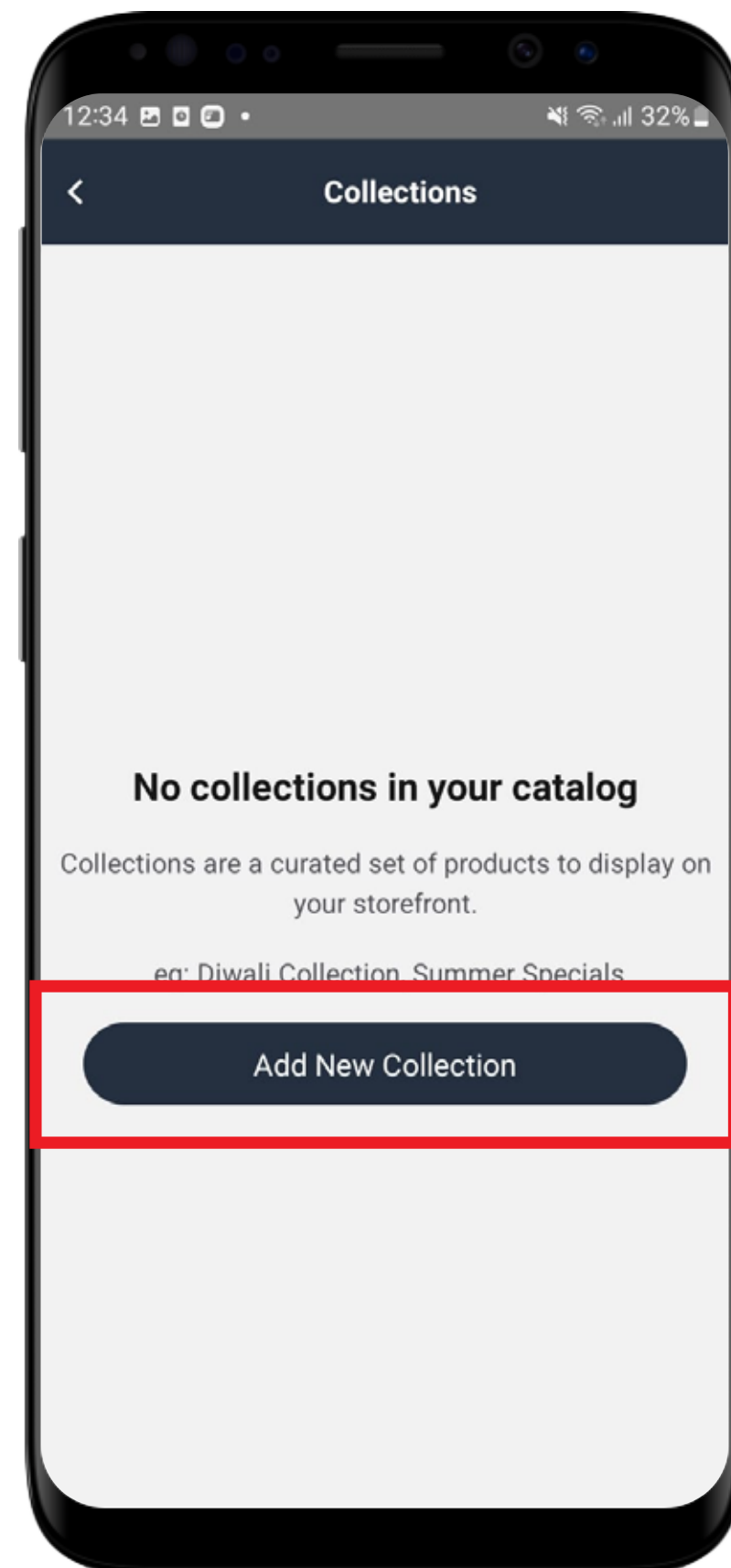


You will now be able to see all your variant under your parent listing

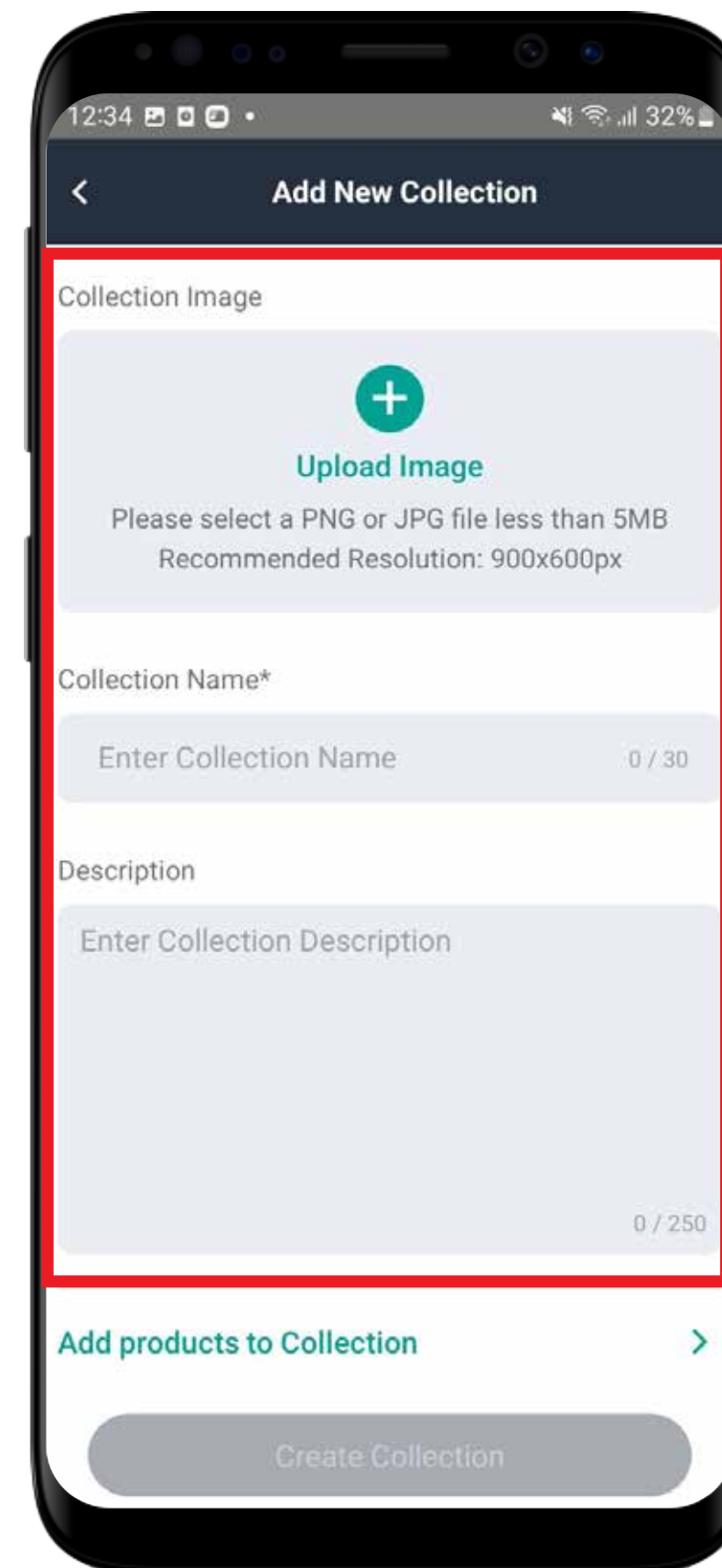
How to add collections?



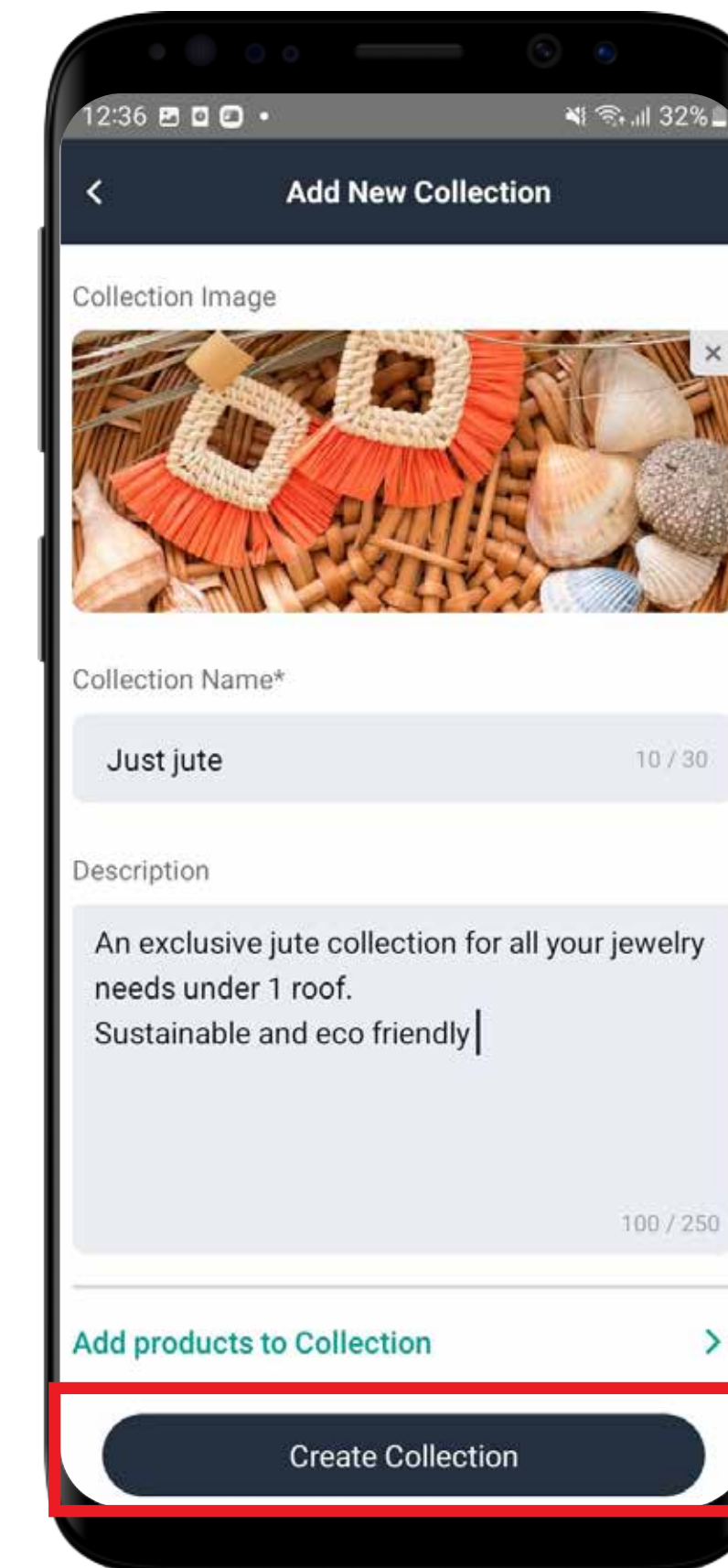
Click on **catalog** on your home page



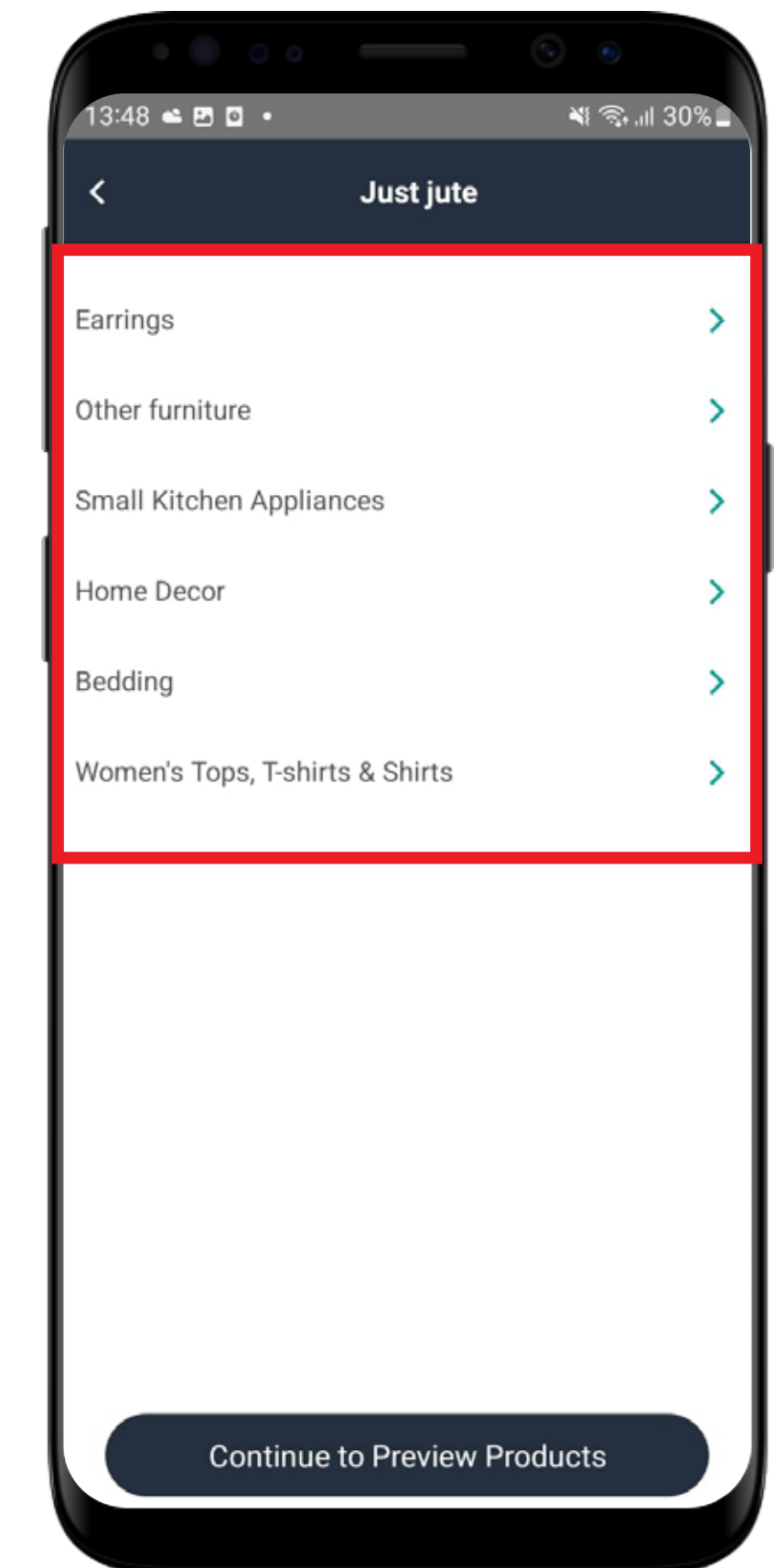
Click on **Add New Collection**



Upload an image from your gallery & enter your **Collection Name** and **Description**

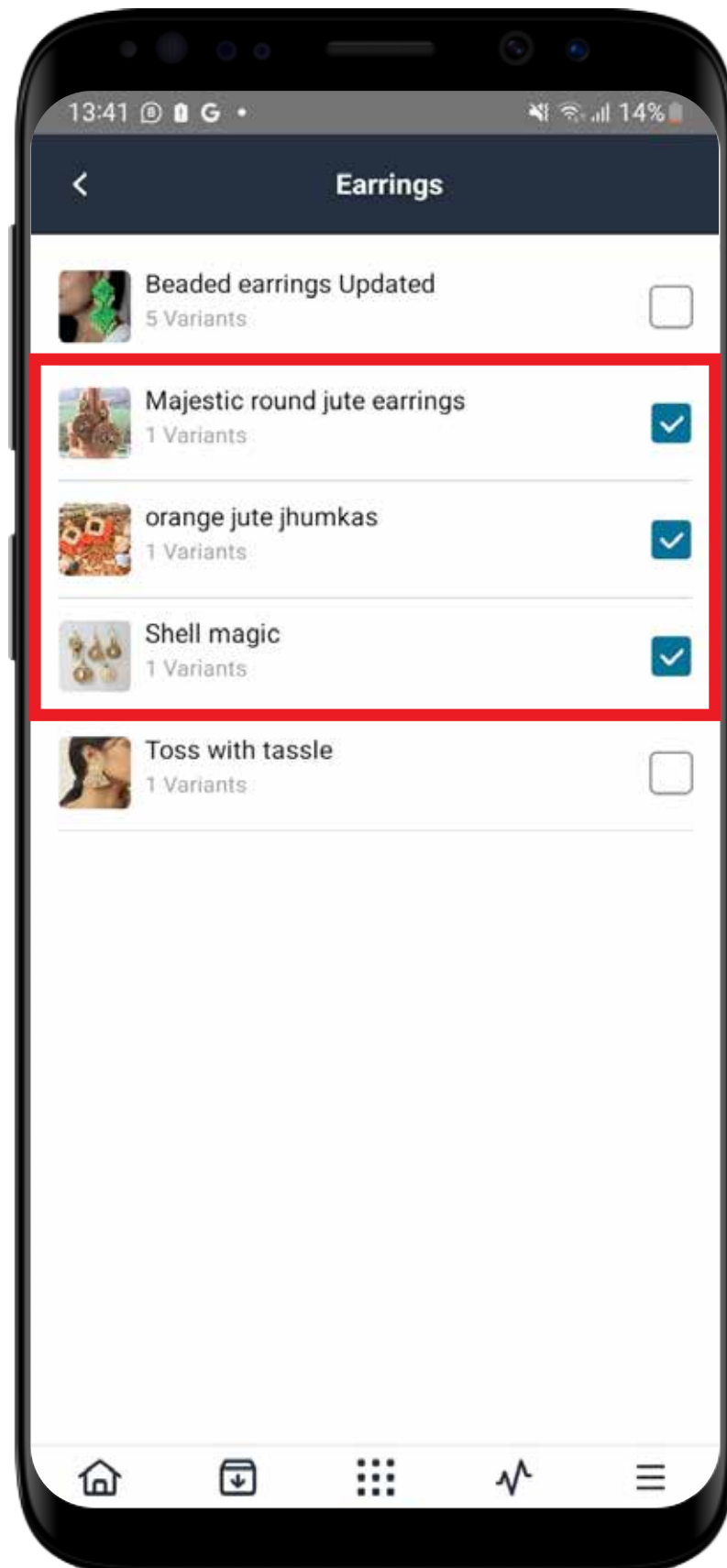


Click on **Create Collection** to add products

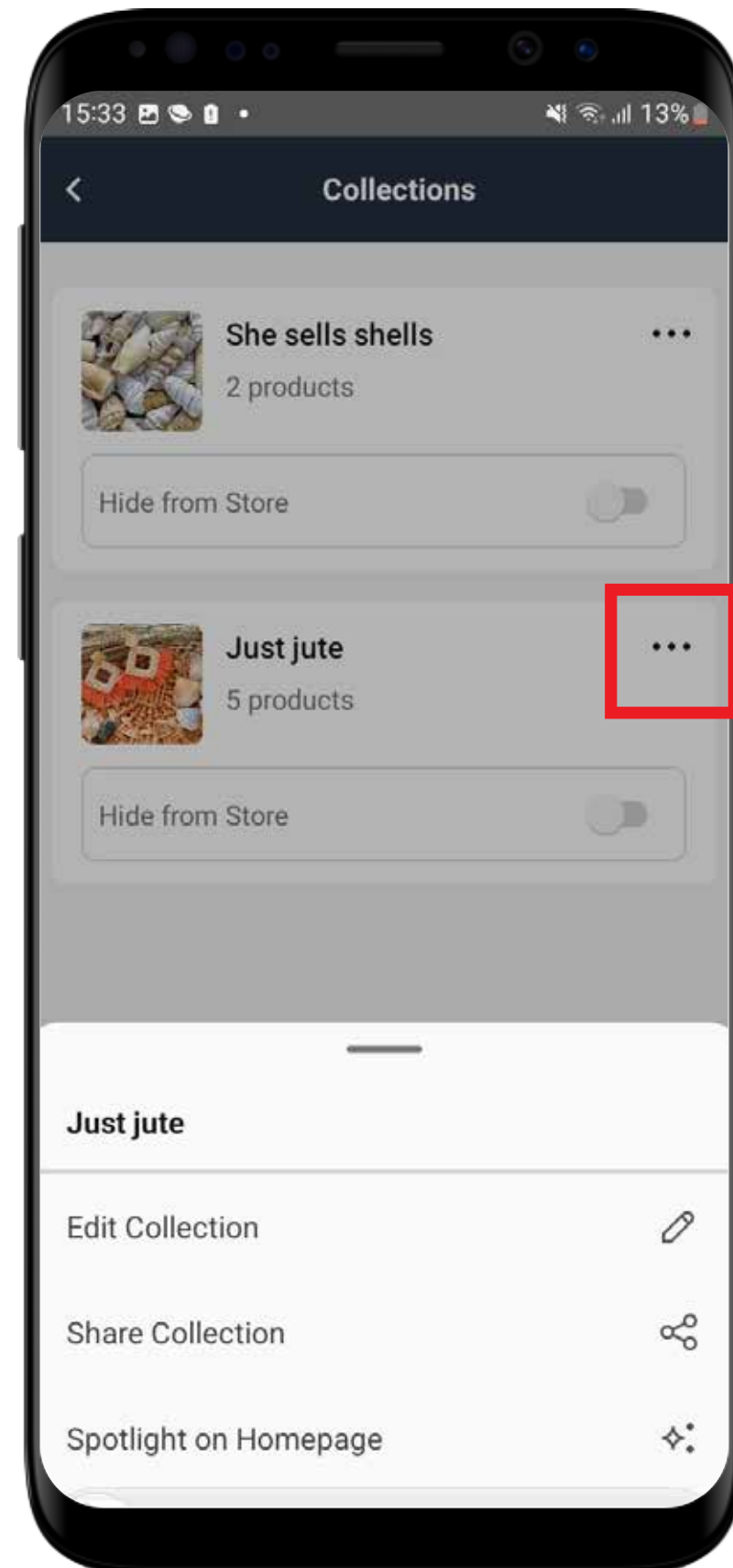


Now **select the product category** from where you want to select your products

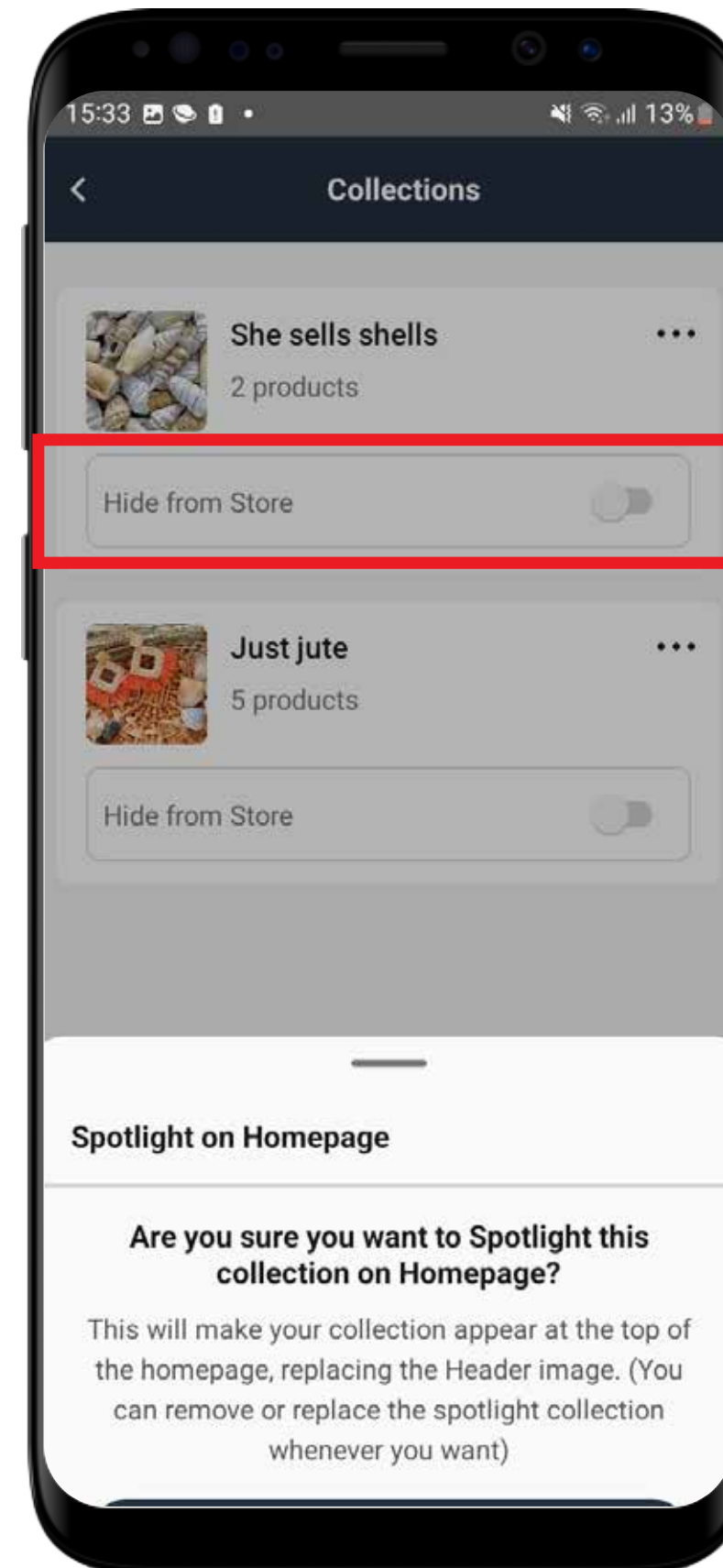
How to add collections?



Select your **products**.
Select your products should
be a part of the collection

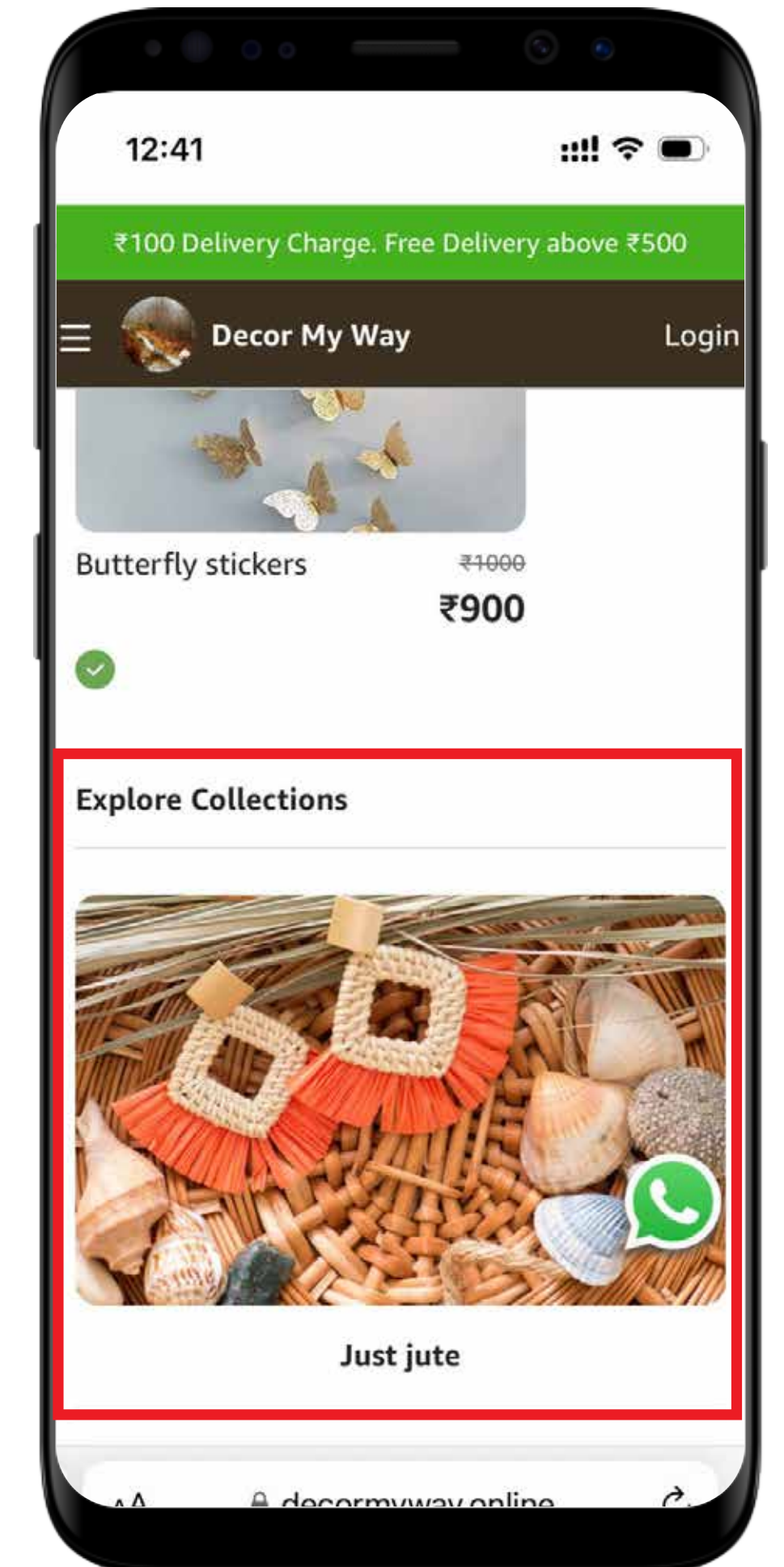


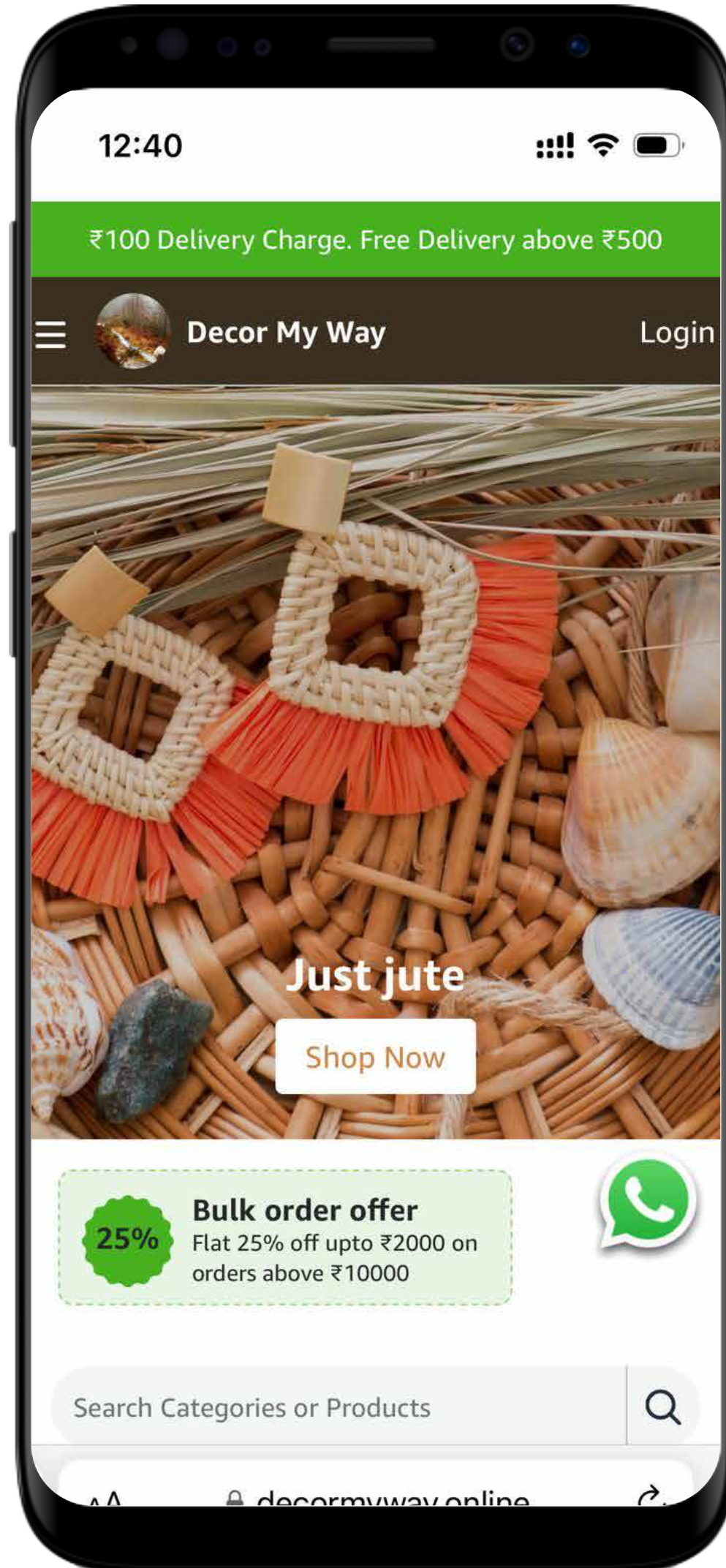
Click on **Save Selection**



you can also **hide your collection** from your customers on the website

Your collection would be displayed on your **website's home page**

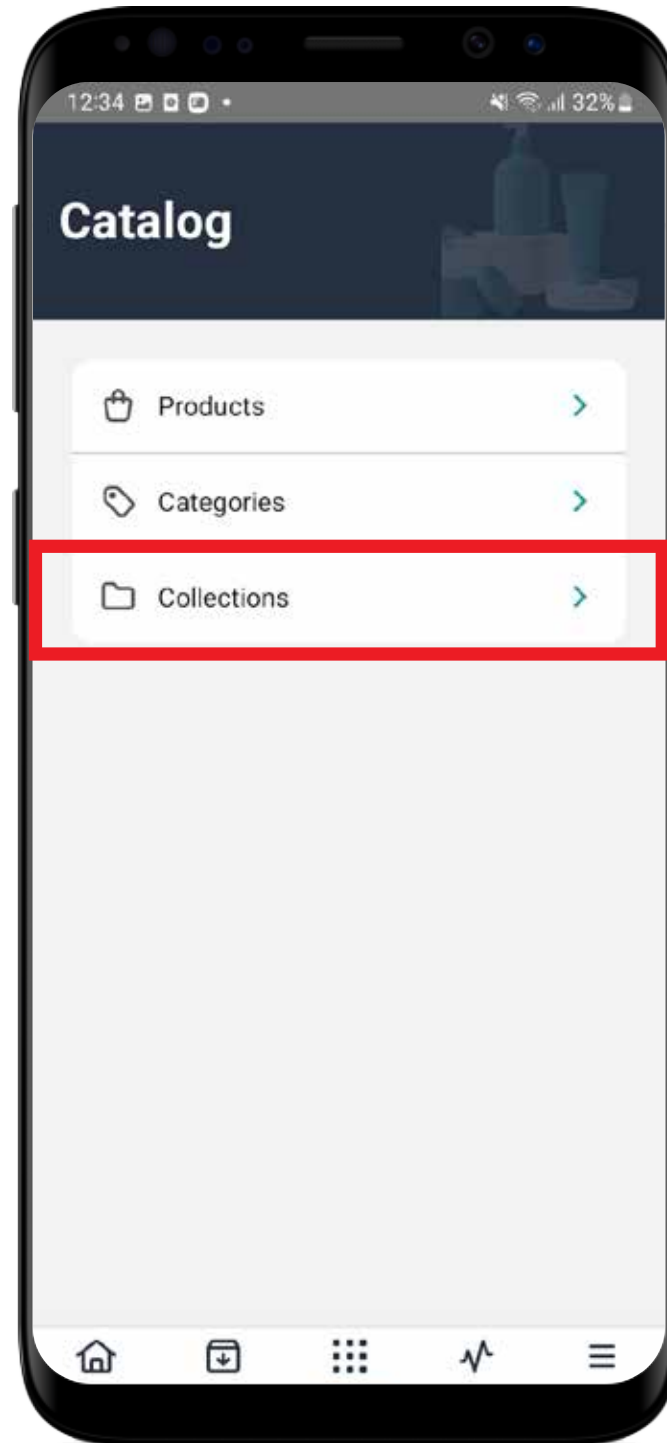




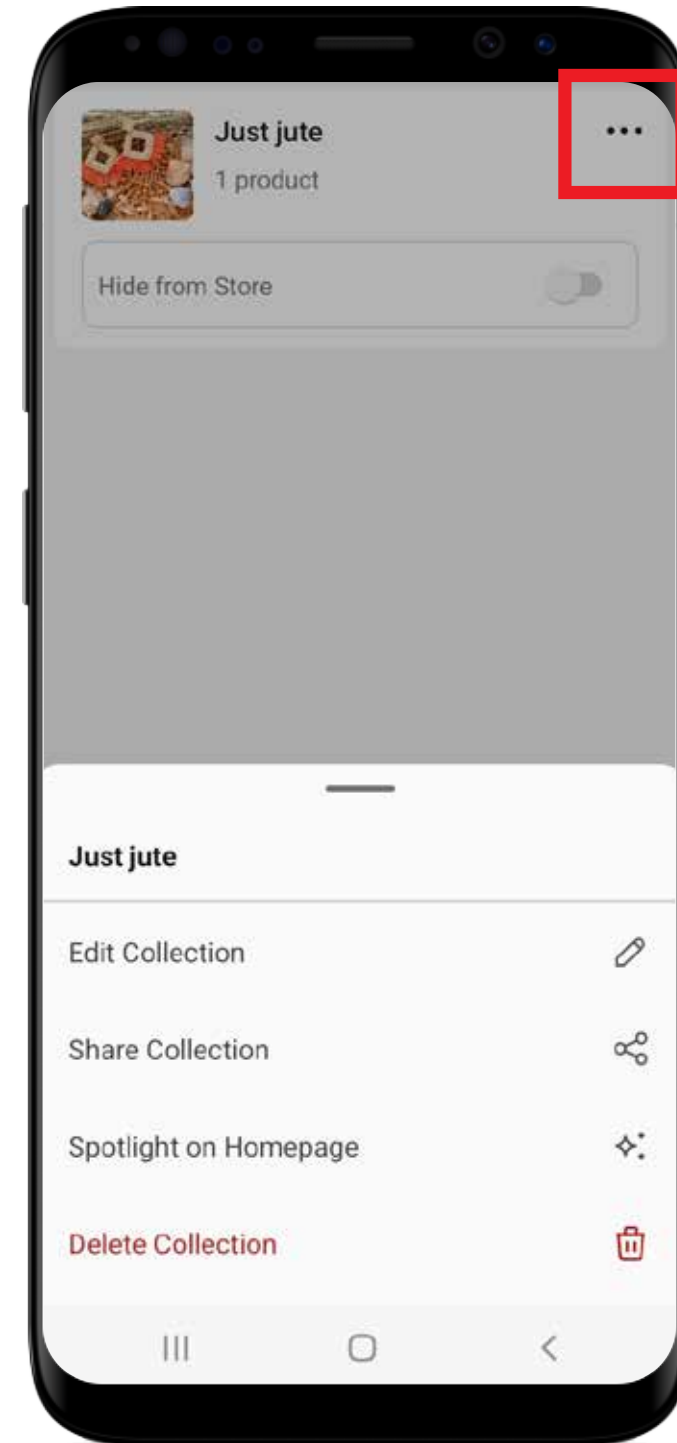
What is a Spotlight collection?

Spotlight collection is the collection which will be **displayed on the header** of your SmartBiz website. People will be able to directly click on shop now and will be able to go to your spotlight collection products.

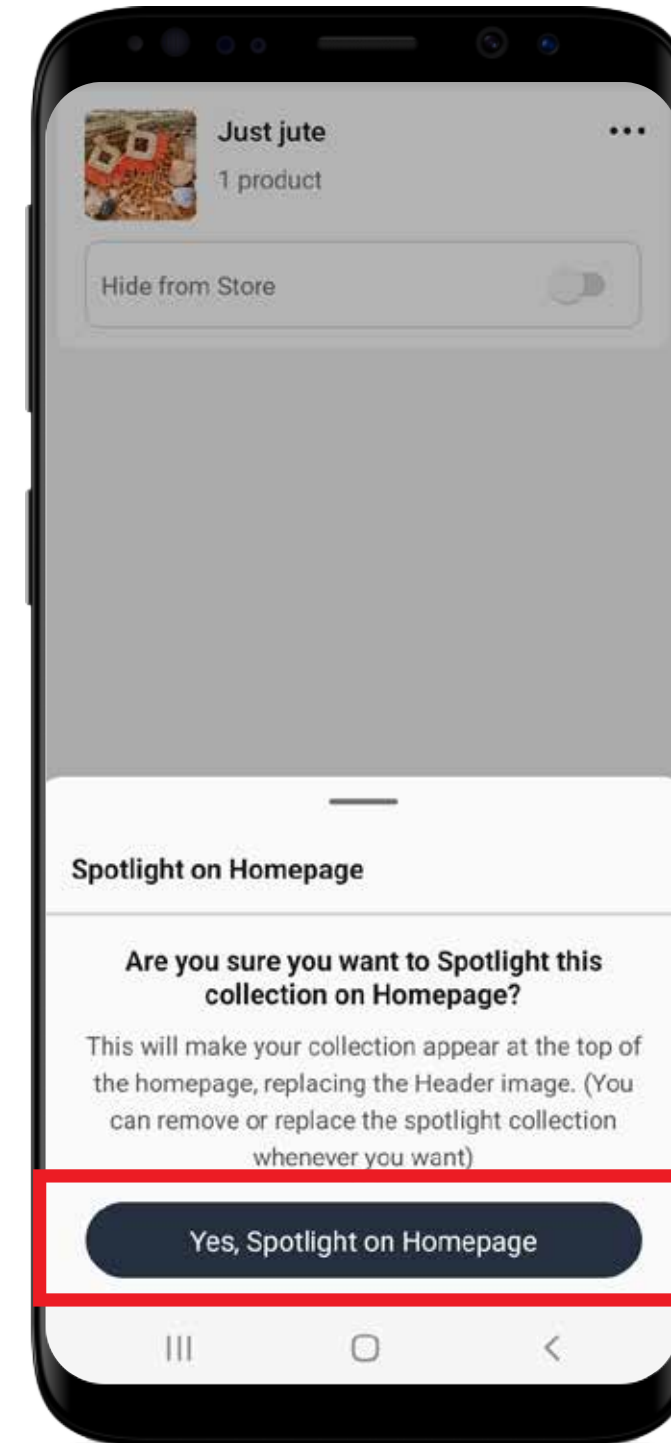
How to spotlight your collection?



Go to collections

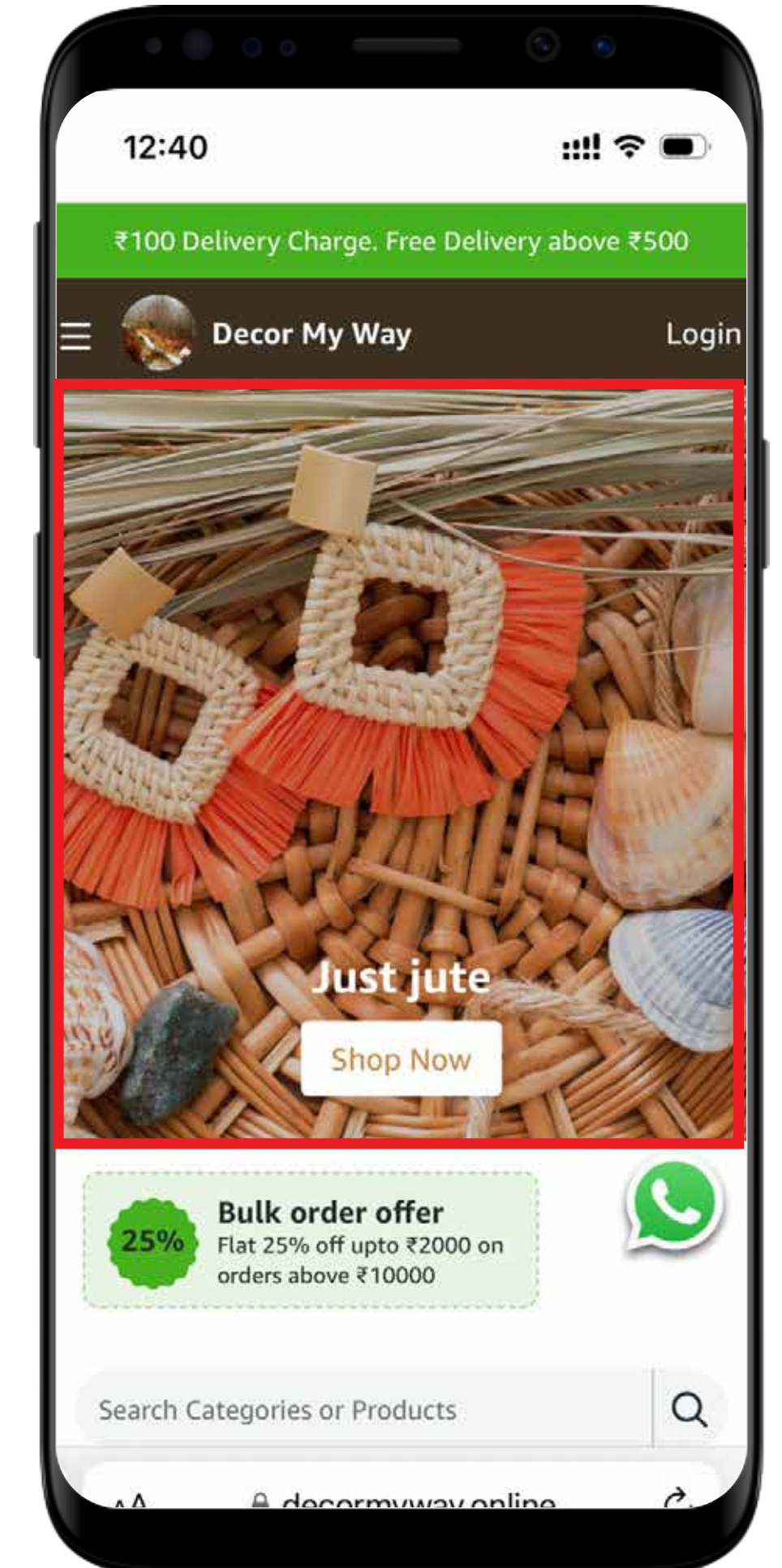


Click on the **3 dots** on the top right and select **Spotlight on homepage**



Double check if this is the collection that you want on your main header

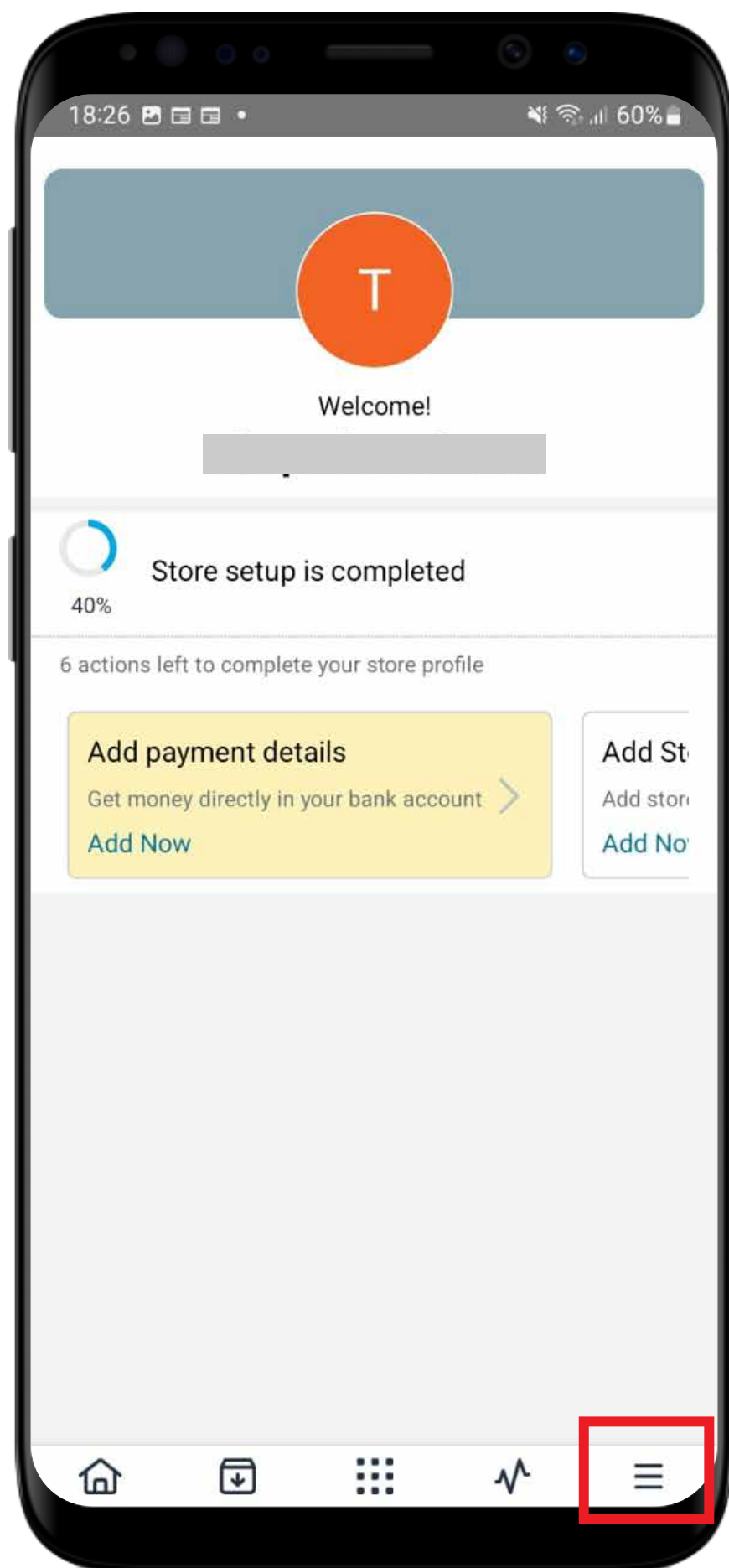
Your collection would be displayed on your **website's banner**. Your customers can directly go to your collection from the **shop now** button



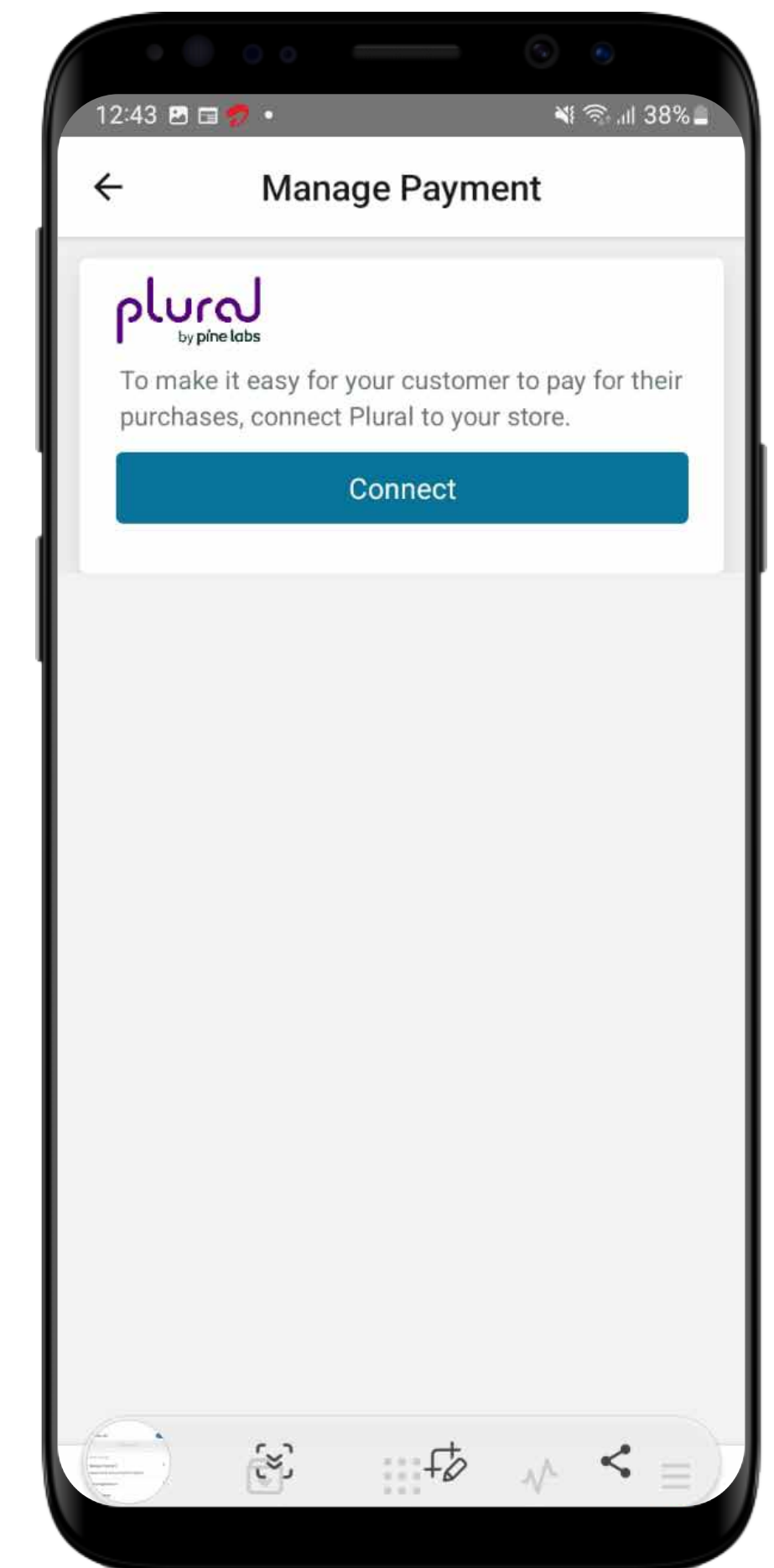
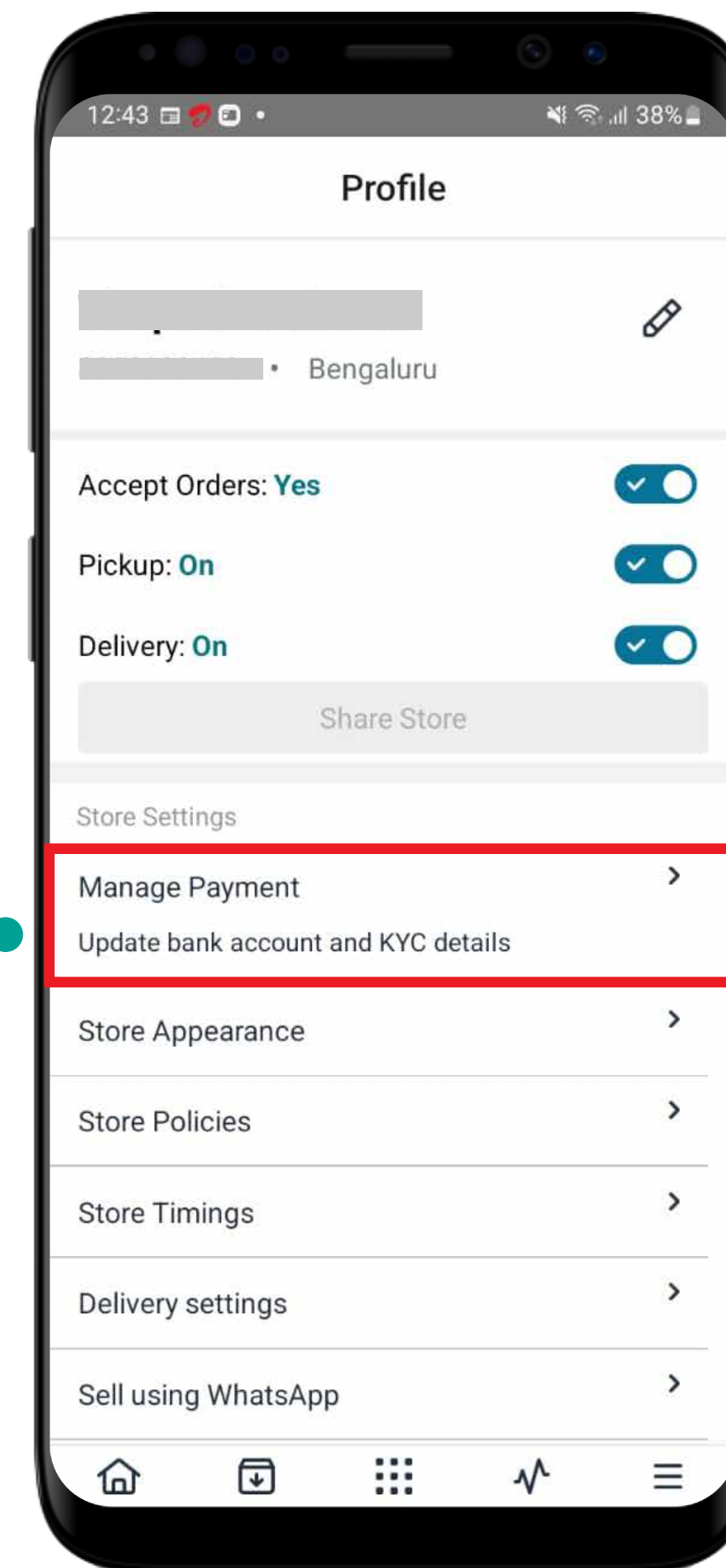
Please note that **only one of your collection** can be added to your website's main banner

How to set up payments?

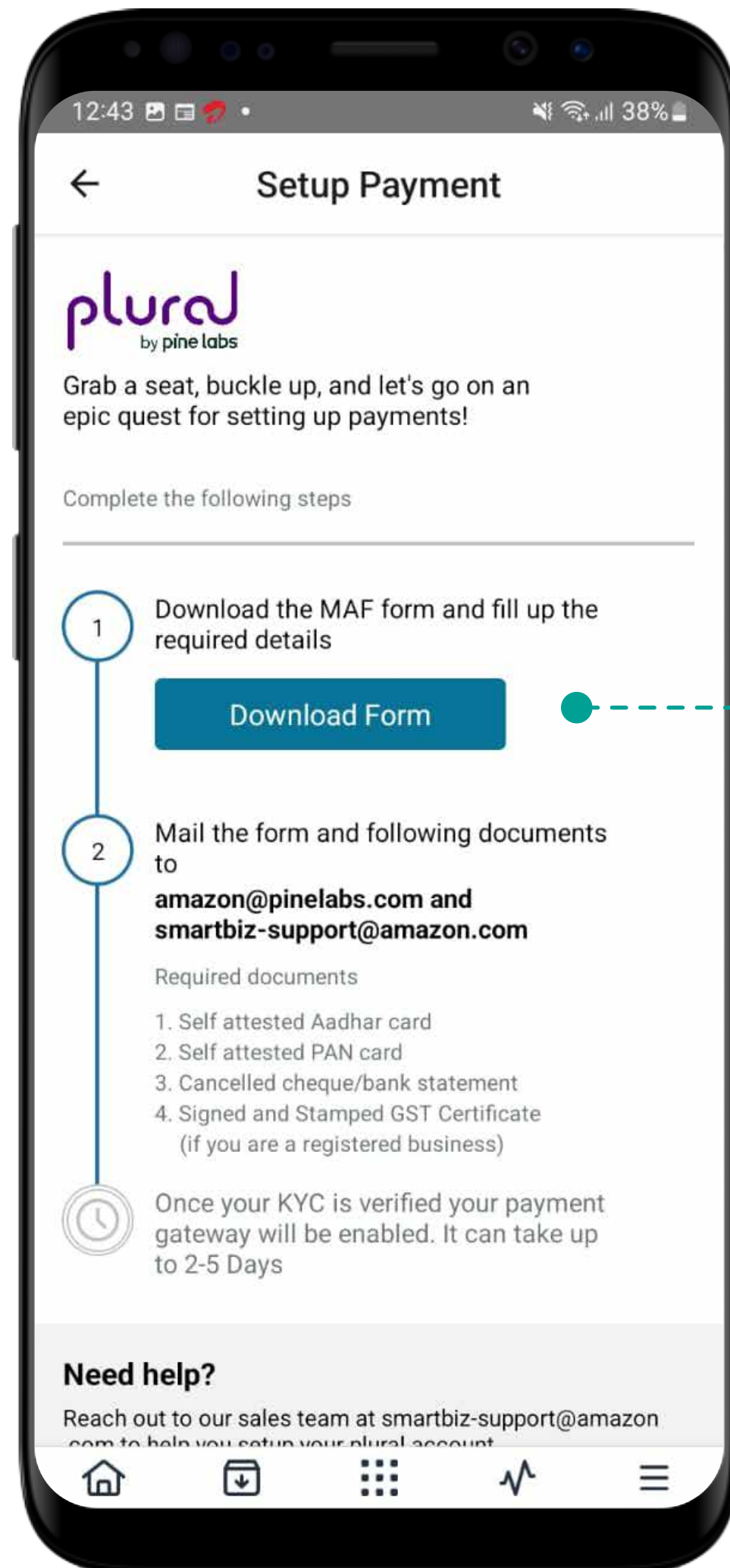
PineLabs KYC process



- Go to my **My Profile** tab
- Select **manage payments** and then click **Connect** to initiate the process of setting up your payment gateway



PineLabs KYC process



- Download and fill the Pine Labs MAF form.
- Send the **filled MAF form** and **other required documents*** to Pine Labs on email to initiate your KYC



Email to be sent:

To: plural.signup@pinelabs.com

CC: smartbiz-support@amazon.com

*Additional documents to be submitted:

Aadhar card

Pan card

Cancelled cheque/ Bank statement

GST (if registered business)

You will receive an email from Pinelabs to docu-sign the documents and the seller agreement.

KYC document checklist

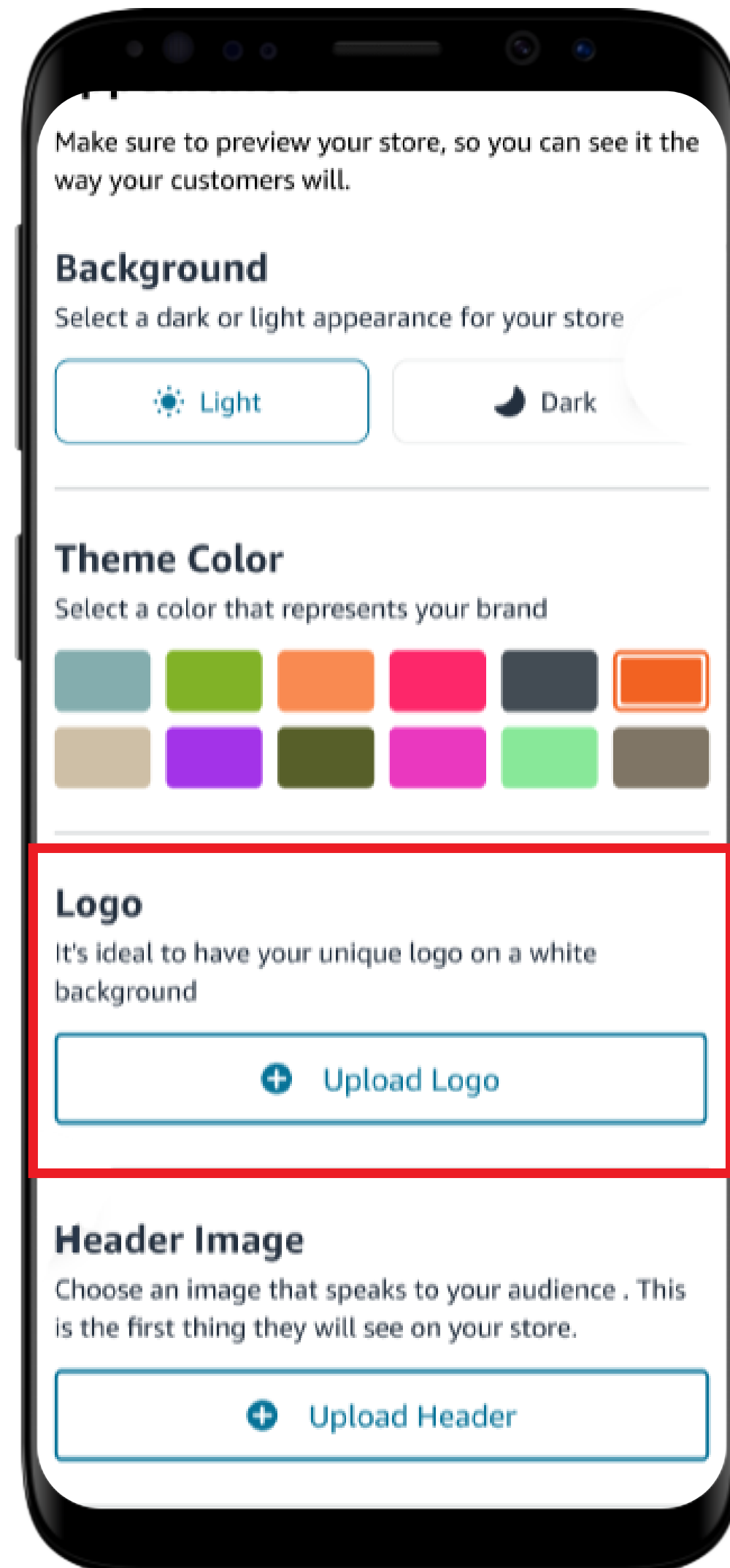
Entity Type	Document Type	Document name	Requirement
Sole Proprietorship	Business Legality proof & Proof of Address	<ul style="list-style-type: none"> - Shop establishment certificate issued by civic authority - GST Certificate - Trade license issued by local authority in the name of proprietor 	Any one of the mentioned documents
Partnership Firm	Business Legality proof / Proof of Address	<ul style="list-style-type: none"> - Partnership Deed (with registration certificate)- mandatory - PAN in the name of the firm (Mandatory) Proof of address(Any one) - Shop establishment certificate issued by civic authority - GST Certificate 	PAN, Partnership Deed and GST certificate mandatory
Private or Public Limited	Business Legality proof/Proof of address	<ul style="list-style-type: none"> - Memorandum and Articles of Association - Board resolution with authorized names - PAN of the company Proof of address (Any one) - - Shop establishment certificate issued by civic authority - GST Certificate 	All documents mandatory
Limited Liability Partnership firm	Business Legality proof/Proof of address	<ul style="list-style-type: none"> - LLP agreement/Deed - PAN in the name of the firm - Certificate of incorporation/Registration certificate Proof of Address (Any one)- - Shop establishment certificate issued by civic authority - GST Certificate 	All documents mandatory
Societies/Trust	Business Legality proof/Proof of address	<ul style="list-style-type: none"> - Registration Certificate of Society/Trust deed - Society by-laws/Trust deed Proof of Address (Any one)- - Latest copy of electricity bill for 3 months - Latest copy of landline bill for 3 months - Latest society maintenance bill 	All documents mandatory



Note: Please mask the first 8 digits of your Aadhar card before signing it and sending it to Pine Labs.

**How do I
customise my store?**

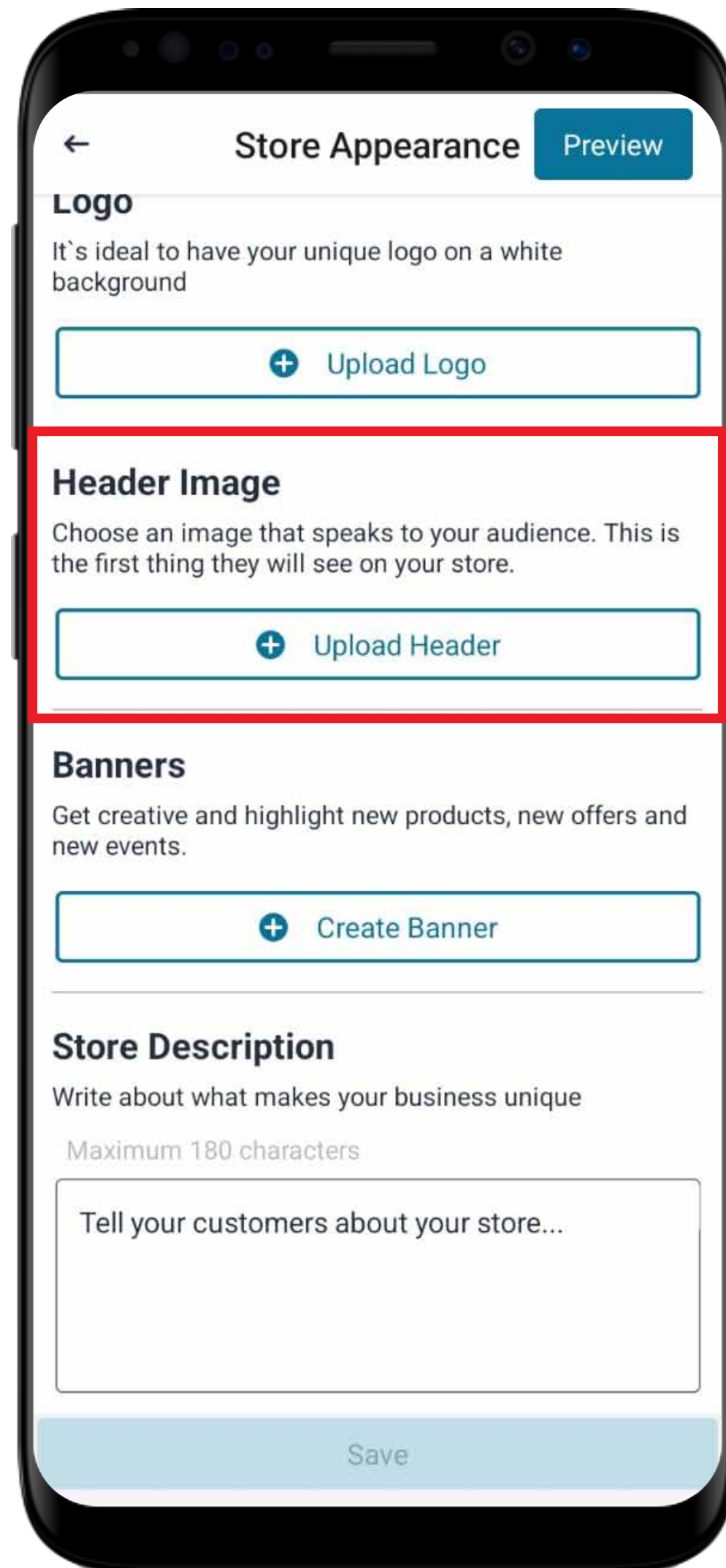
Customize your logo



Logo guidelines:

- 1. Ensure that you upload a **high-quality image** no larger than **50 MB**.
- 2. For logo, minimum size should be **180 px * 180 px**. Preferably, logo should have a **white background** so that it is distinctively visible to customers.

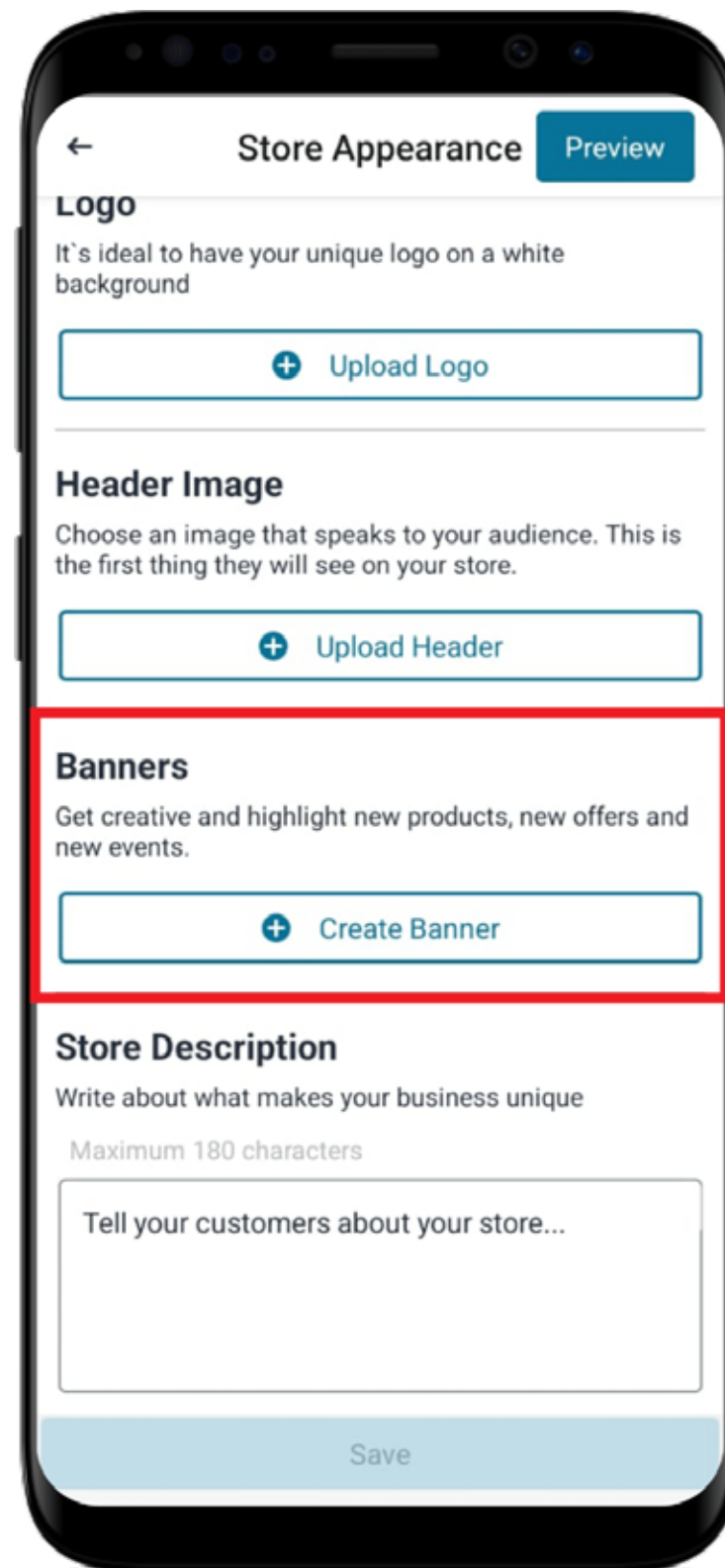
Customize your header



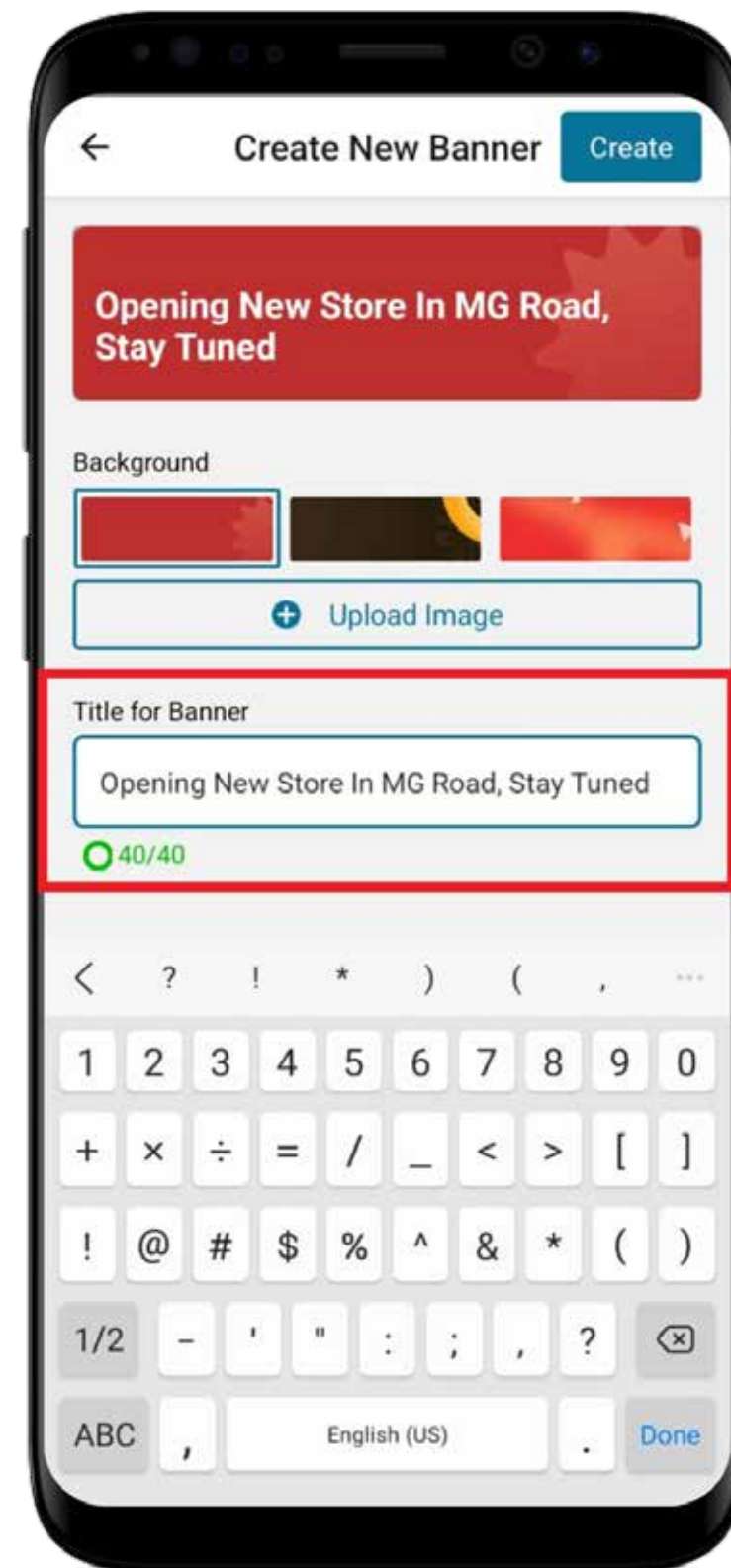
Header guideline:

1. Header image width should be a minimum of **540 px**.
2. While uploading header and logo, be mindful that they do not **camouflage/ blend** and **distinctively visible**.

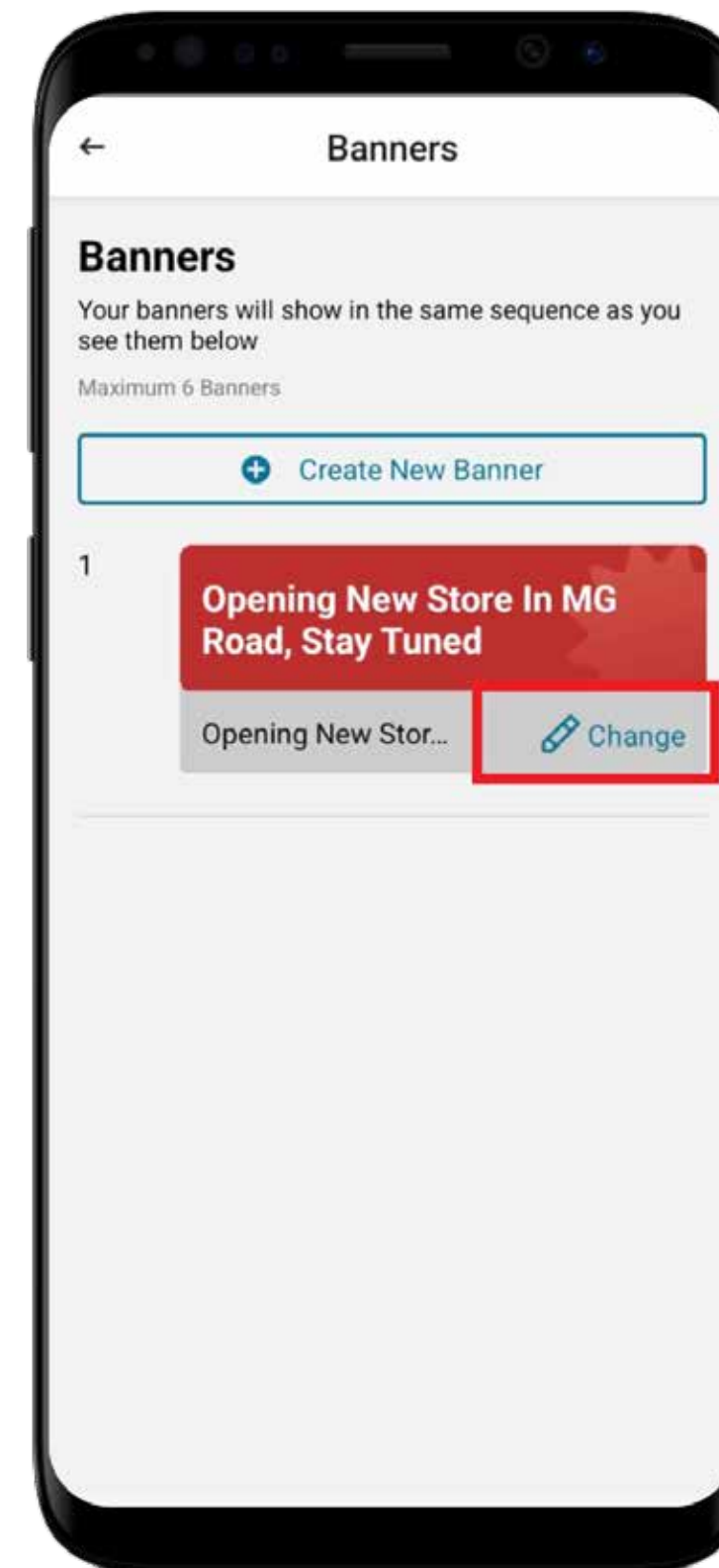
Customize your store banner



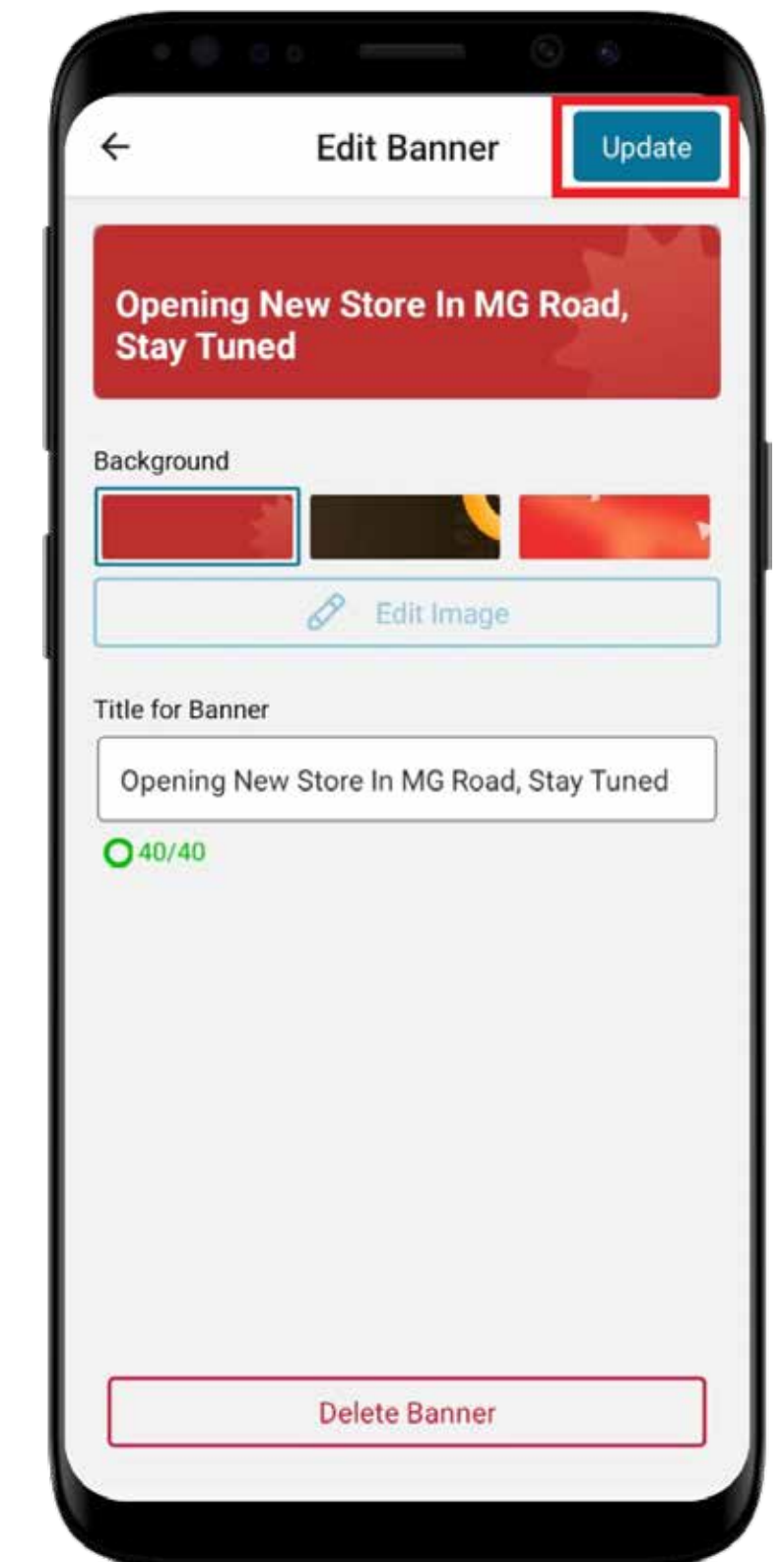
Click on '**Create Banner**' in the Banners section. You can either upload an image from your device or use one of our preset options. Ensure that the minimum width of the banner is **1200 px**



Next, **add a title** for your banner. Example, if you are opening an offline store in a new location, you can share the location on your store banner

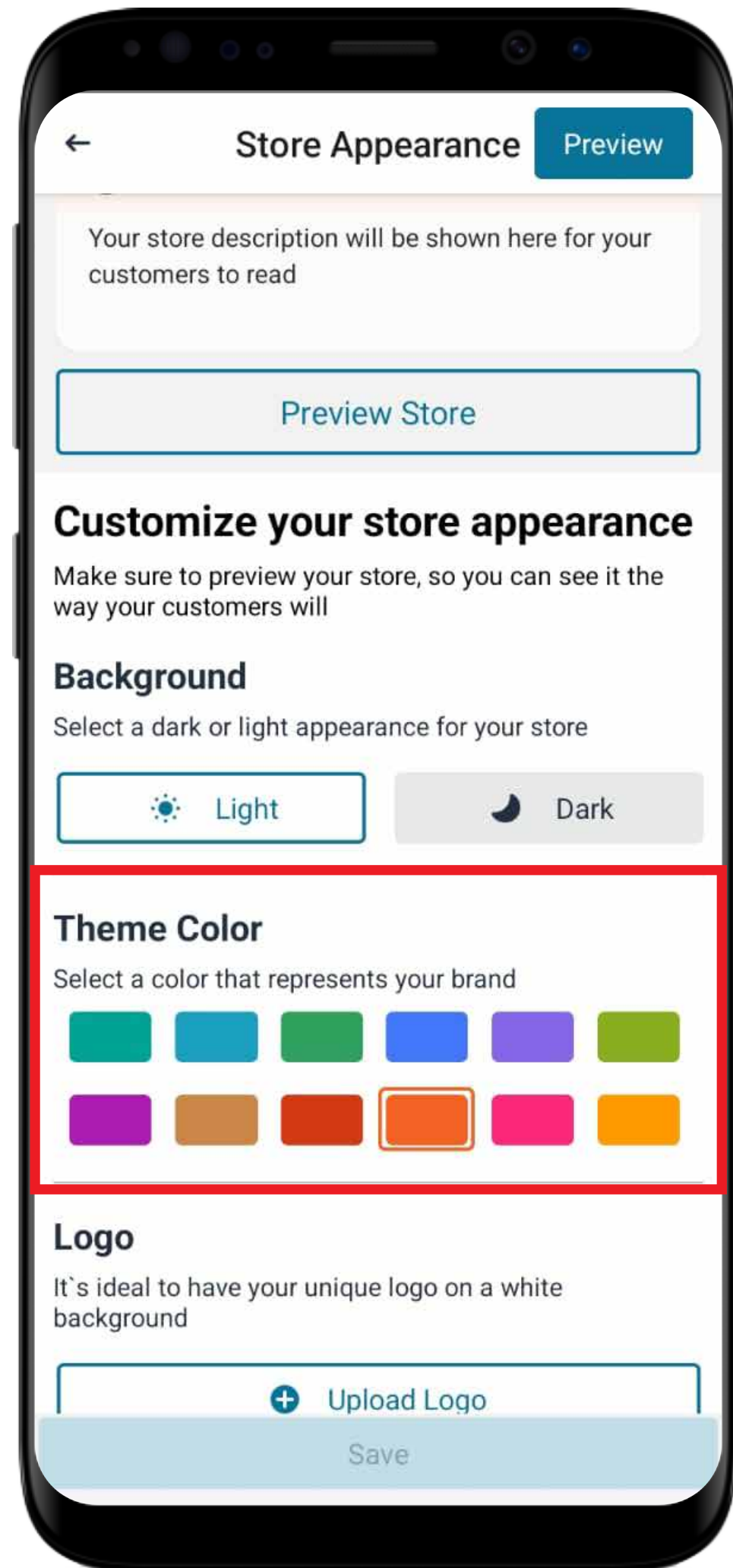


You can **edit and delete banners** that are no longer important



Once you have made changes, click on '**Update**' at the top of the page

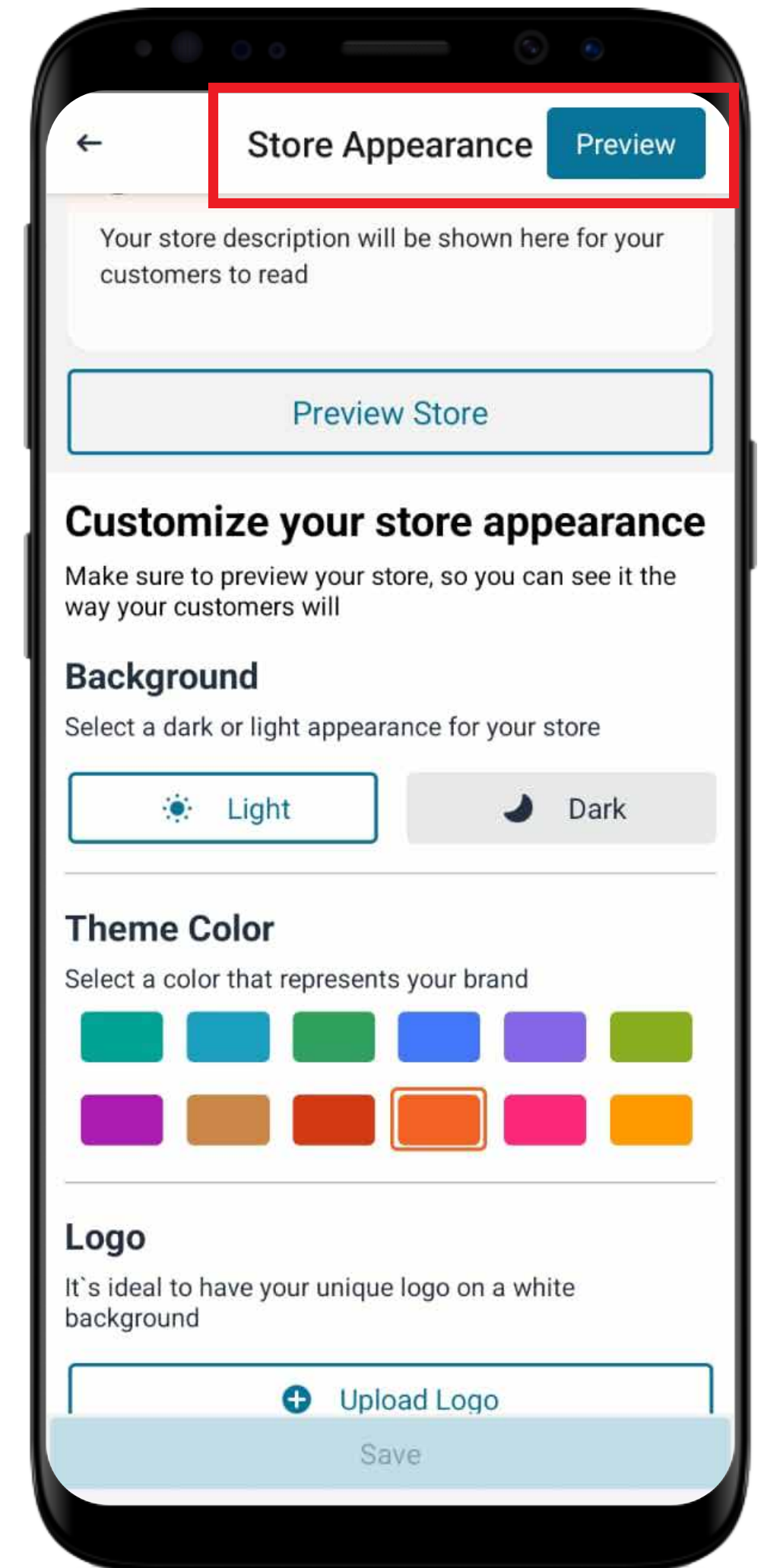
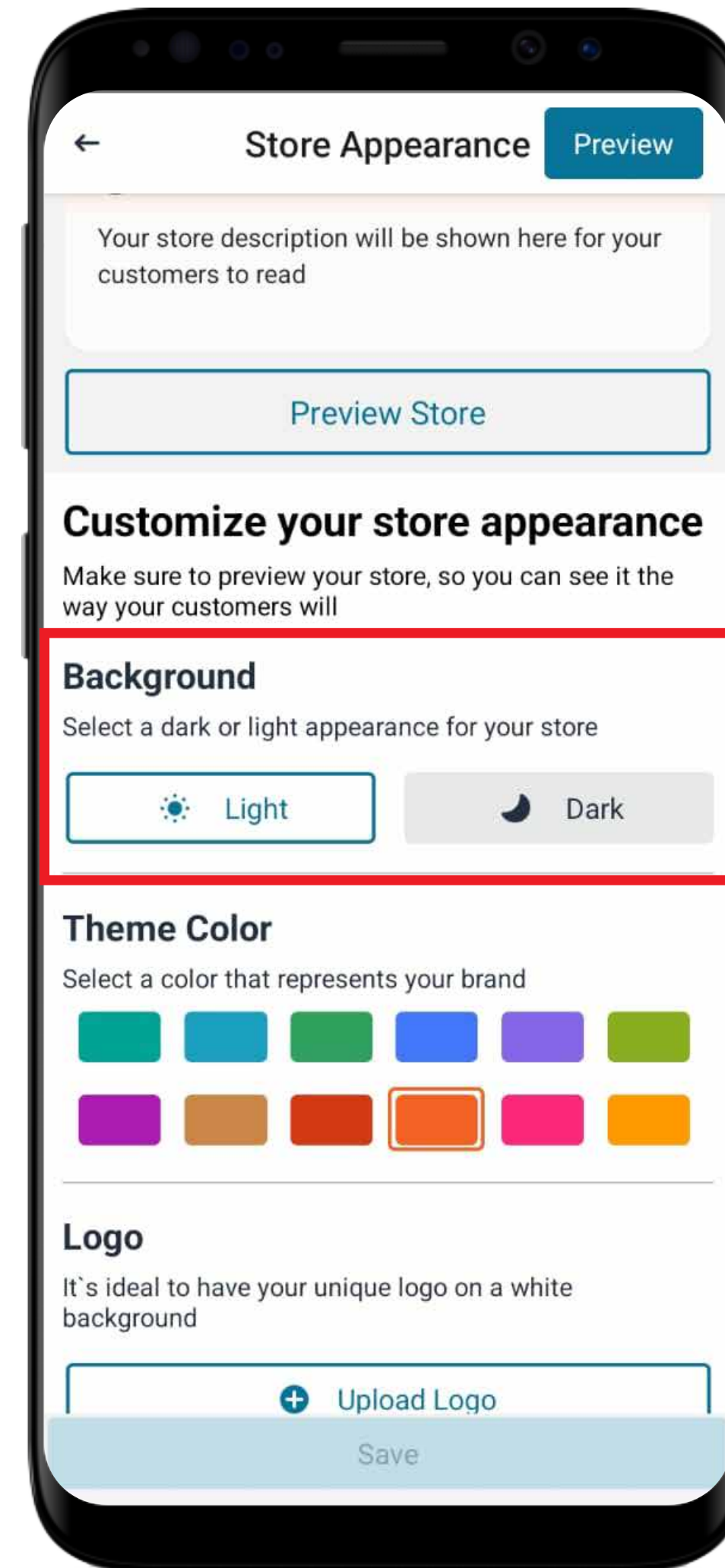
Store customization



Select from **multiple theme colours** to match your brand

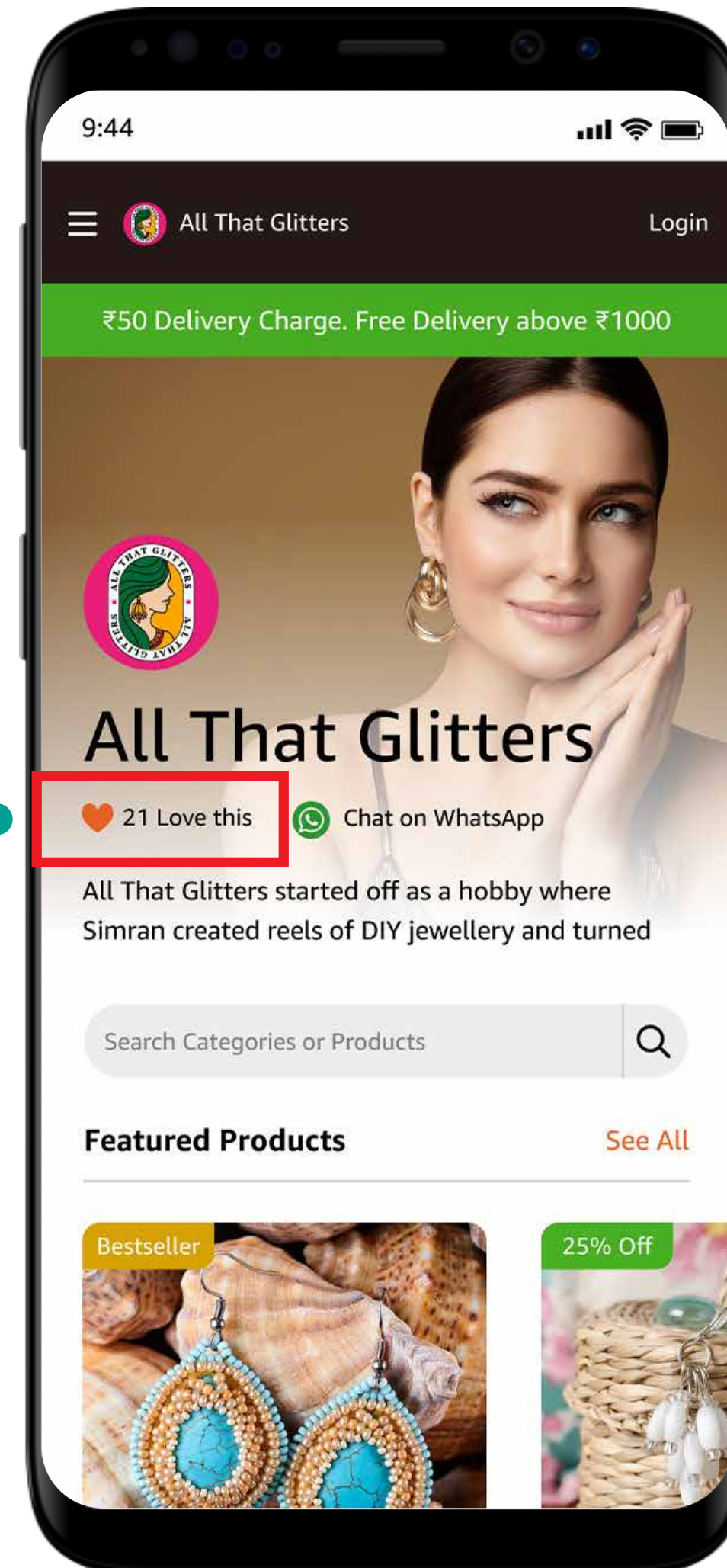
Select **light or dark background** to show your store

Select **preview** to view your website appearance



Store customization

- Encourage customers to like your store



Having more likes on your store increases customer trust.

How to get more likes on your store?

- Encourage customers who have already purchased from you to like your store.
- You can send hand-written notes with your orders to tell people to like your store if they liked your product.

How to set up deliveries and shipping?

Ways to deliver your product

On SmartBiz by Amazon, there are two ways in which your customers can choose to receive their orders.



1. In-store pick-up

Customers can order your products from your online store and choose to pick these up in your physical store location at their convenience.

2. Home delivery

Customers can choose to have their orders delivered to their homes.

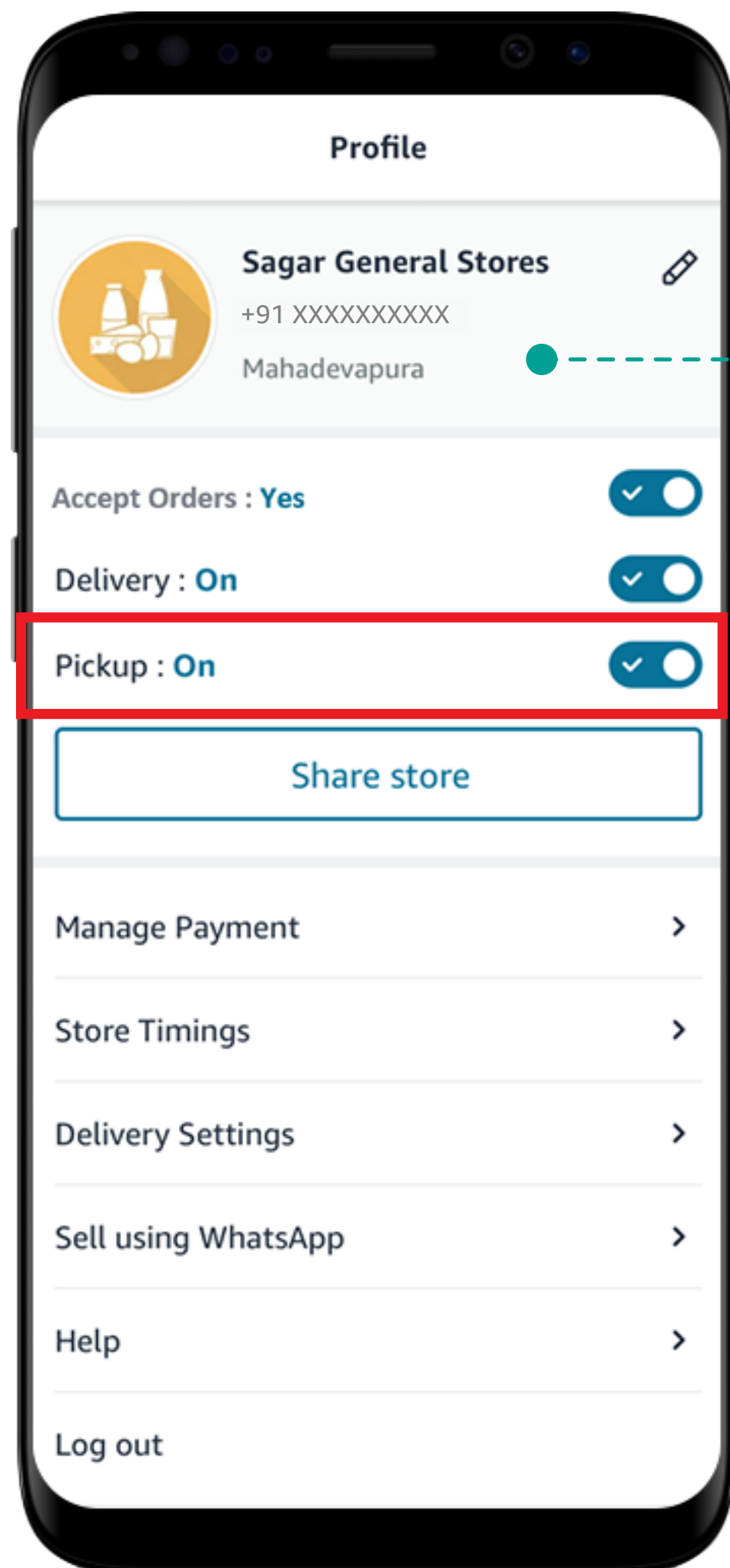
If the customer chooses home delivery, you have the option to either deliver it yourself using your own courier partner (self-ship) or use a shipping partner option available under Shiprocket.



In-store pickup settings

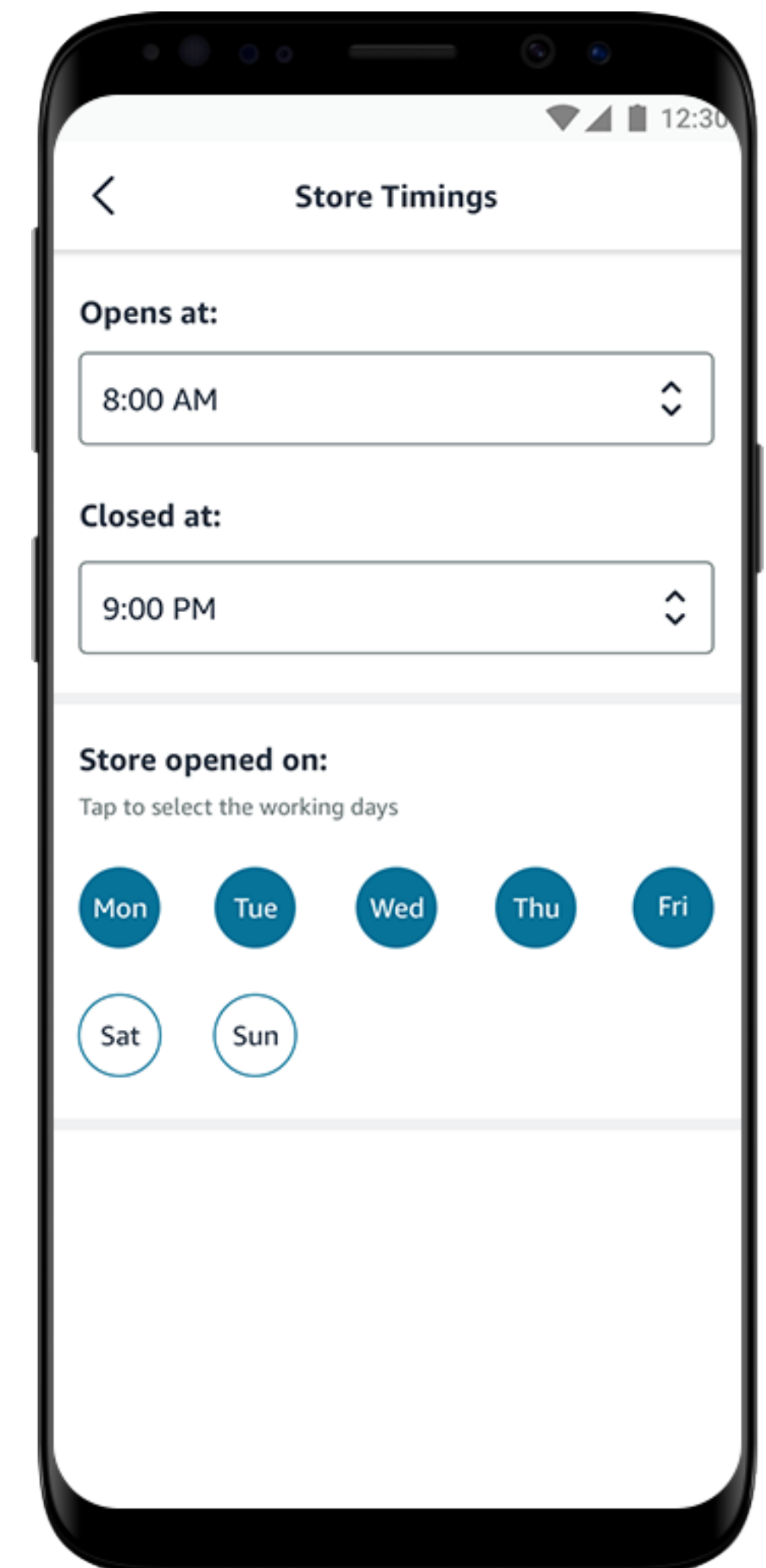
In-store pickups

How to activate in-store pick-up for your customers?



To activate this feature, follow the steps below:

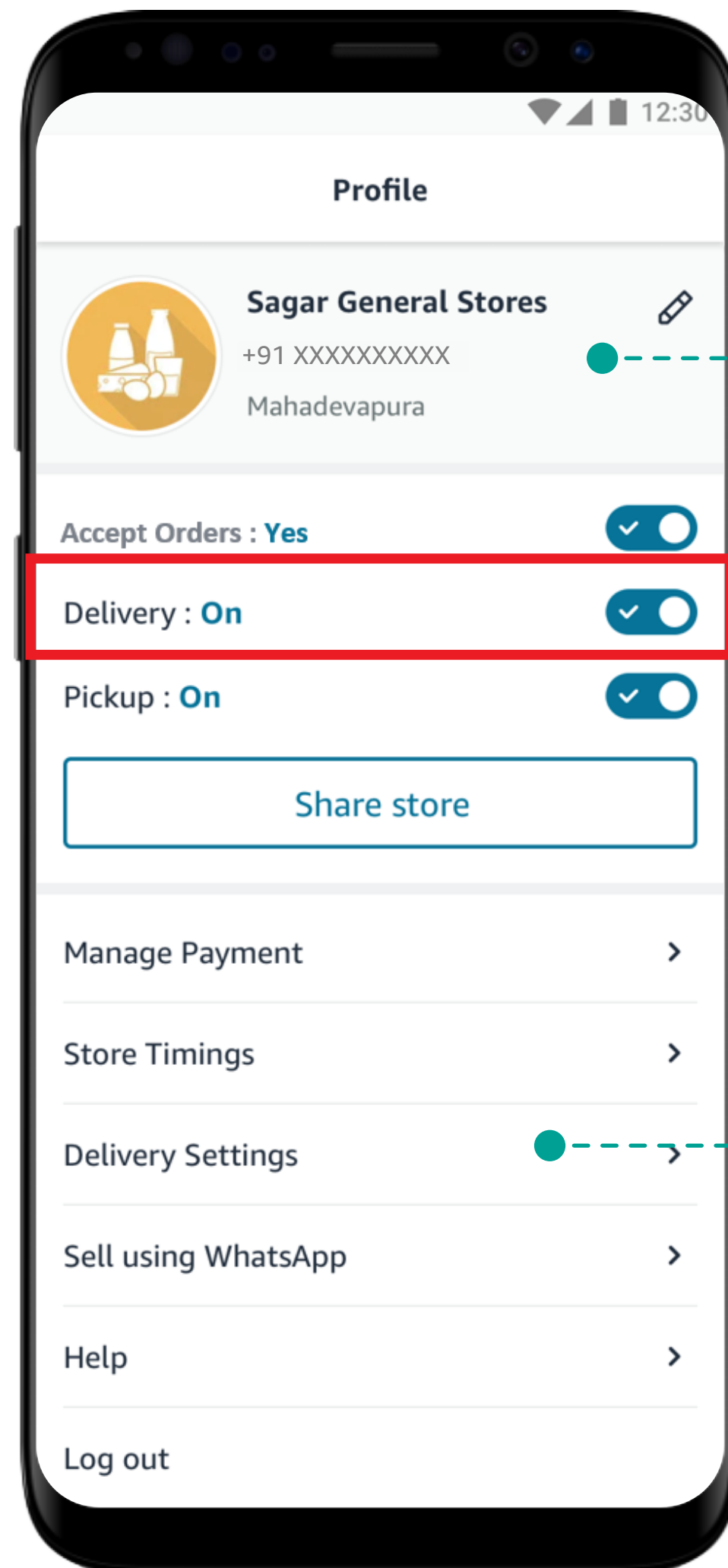
- Go to the 'My Profile' page on your SmartBiz account
- Toggle the 'pickup' switch to on if you want to enable customer self-pickup in your physical store
- Click on 'Store Timings' to adjust what time and days your physical store opens and closes for pick-up orders from customers



Home delivery settings

Home delivery

How to activate home delivery options for your customers?



To activate this feature, follow the steps below:

- Go to the 'My Profile' page on your SmartBiz account.
- Toggle the '**delivery**' switch to on, if you want to enable home deliveries for your customers.
- Go to **Delivery Settings** to set up your **delivery charges, delivery radius** and configure your **Shiprocket account**, as needed.

How to set delivery fees?

To configure delivery fees,
you can choose from the following 3 options



Offer **free delivery** on all orders
(by putting the value as 0) to
retain the default value



Configure a **flat
delivery fee** for all
orders

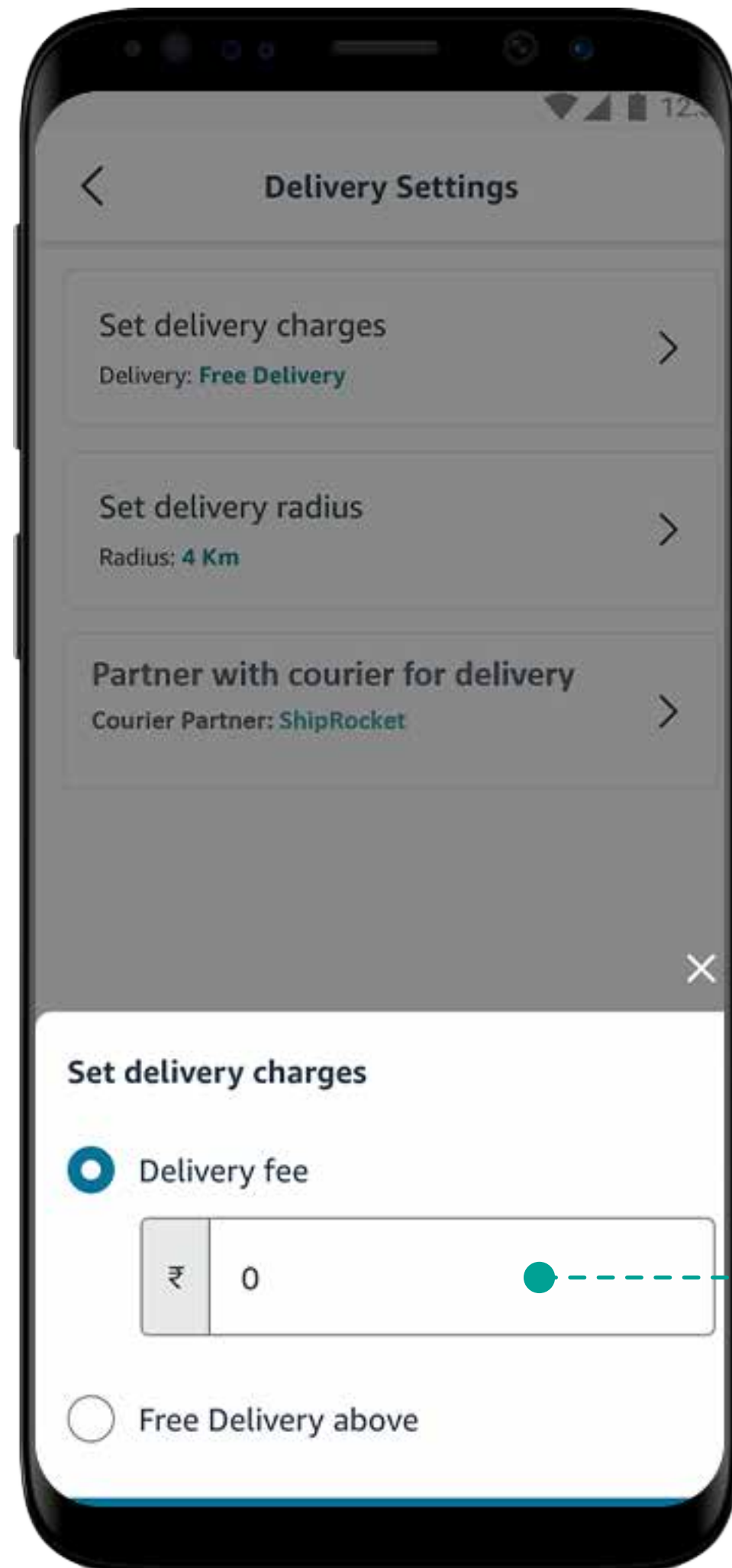


Configure a delivery charge of ₹xx on
all orders below a certain threshold.
This is equivalent to setting up **free
delivery above a certain order value**

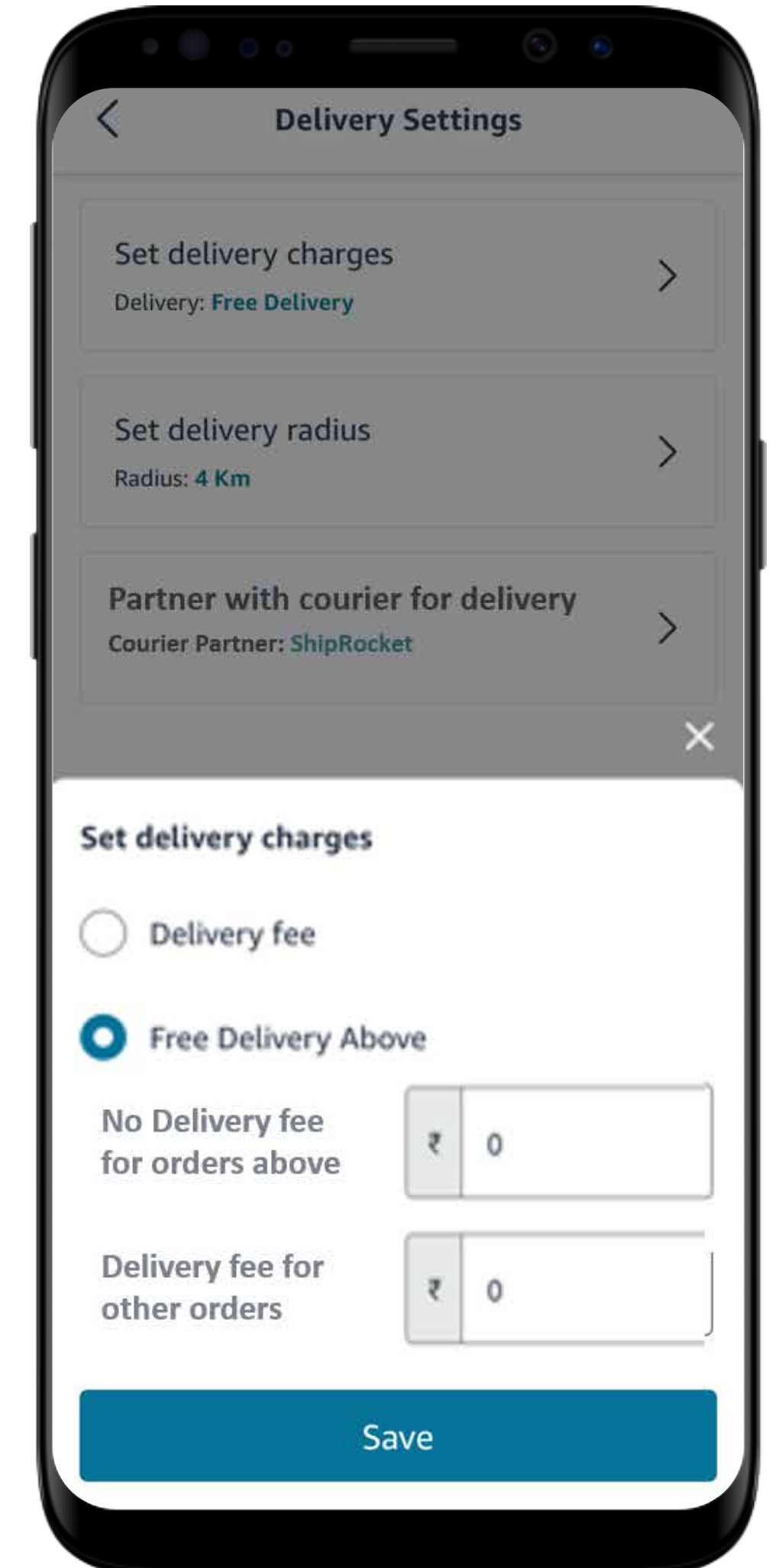


Pro-tip: Free deliveries above ₹xx are often used by sellers to induce basket building among shoppers. However, be careful about setting a pocket-friendly transaction threshold and don't end up setting a very high value that could lead to cart abandonment.

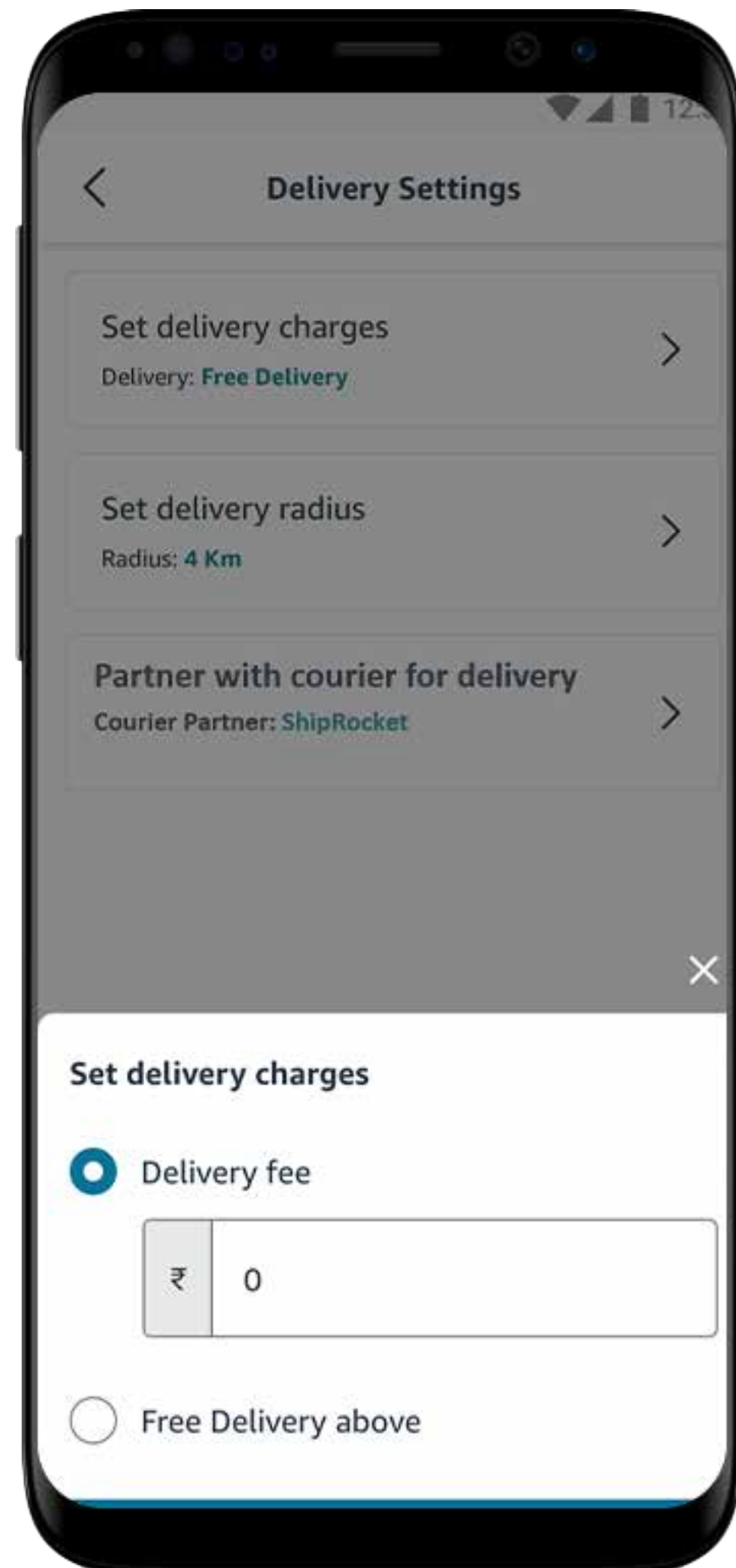
How to set delivery fees on your online store?



- Go to your account on SmartBiz, select **'My Profile'** on your dashboard
- Click on Delivery settings and then select **'Set delivery charges'** button
- Enter the **delivery fee** that you will charge per order, or
- Enter the minimum amount required for free delivery and delivery fee for other orders
- Click on the **'Save'** button to save your delivery charges settings



Default delivery charges



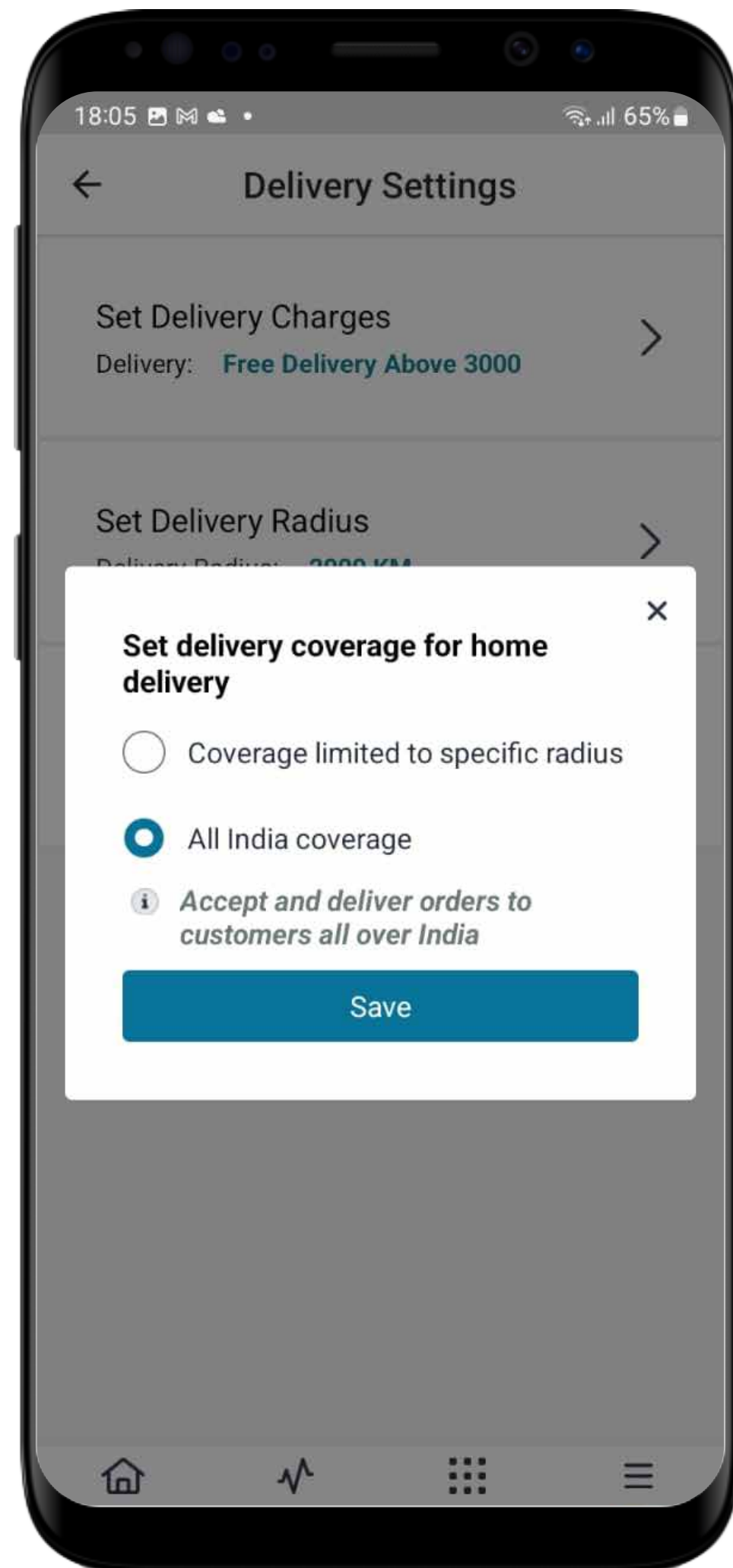
Default delivery fee setting on SmartBiz: ₹0

You can change this value of delivery charges on your profile on your SmartBiz account.

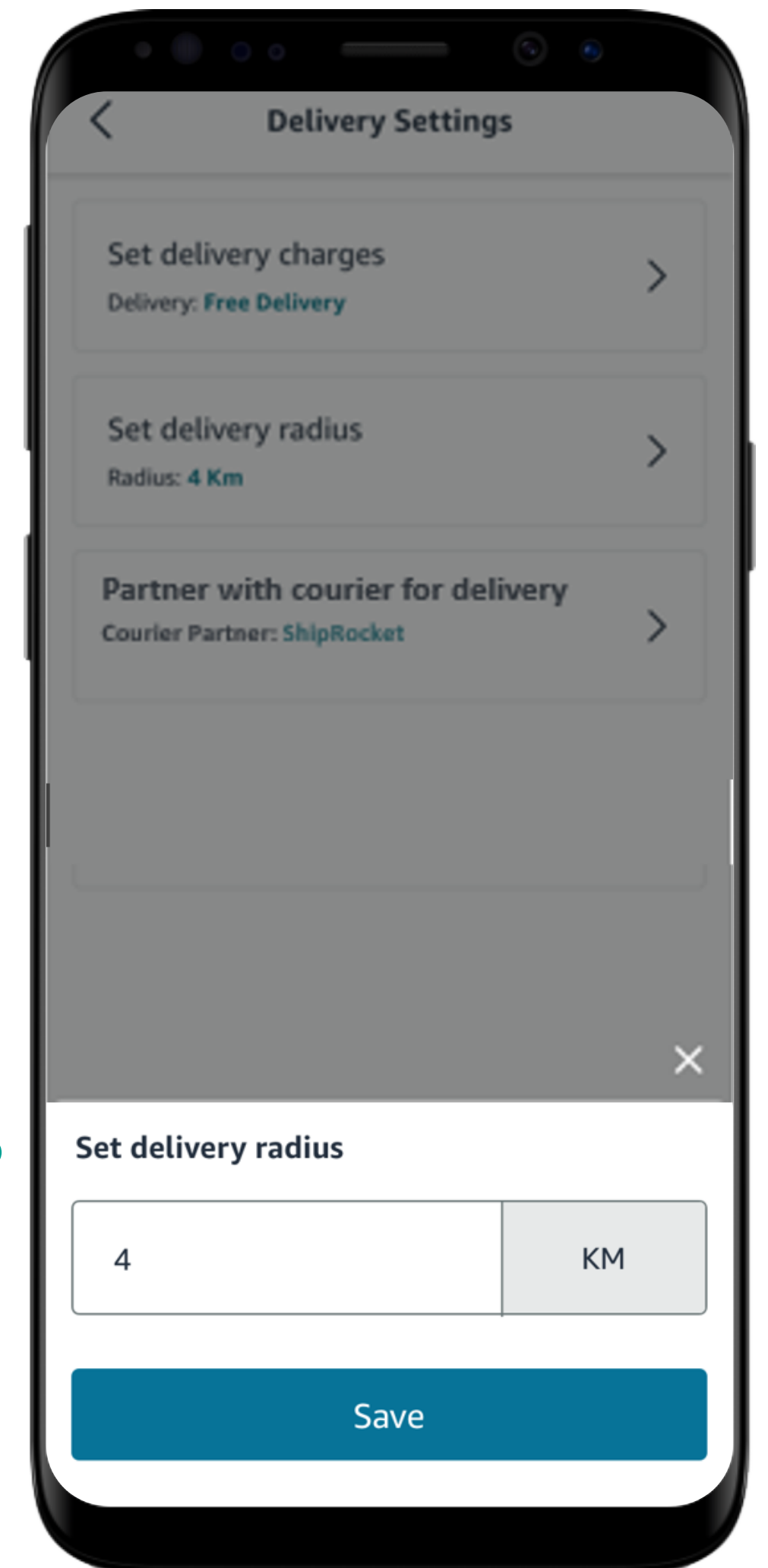


PRO tip: Free delivery is a sought-after option for online shoppers. According to studies, as many as 79% of consumers say free shipping makes them more likely to shop. As a new seller who is starting their online business, you can consider offering free deliveries for your online orders.

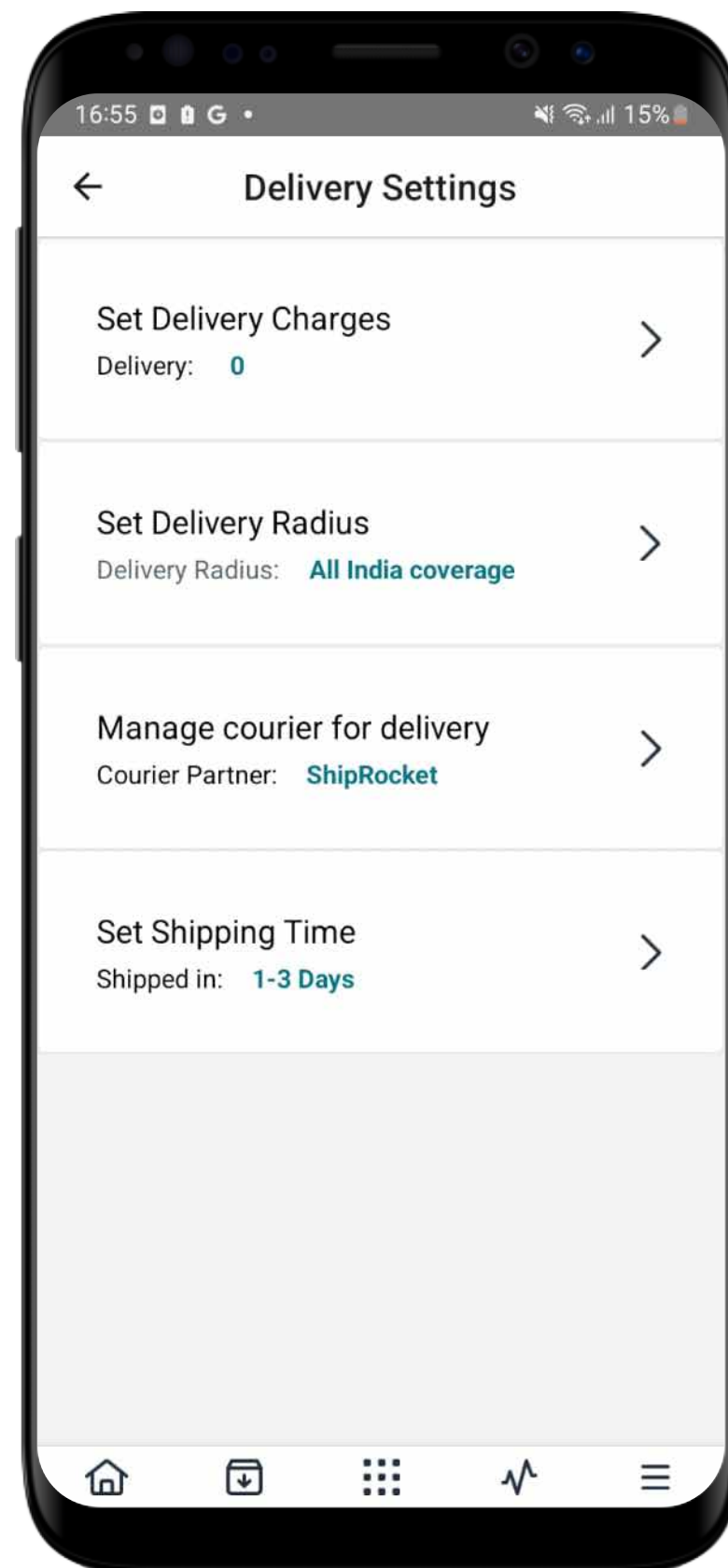
How to set delivery radius?



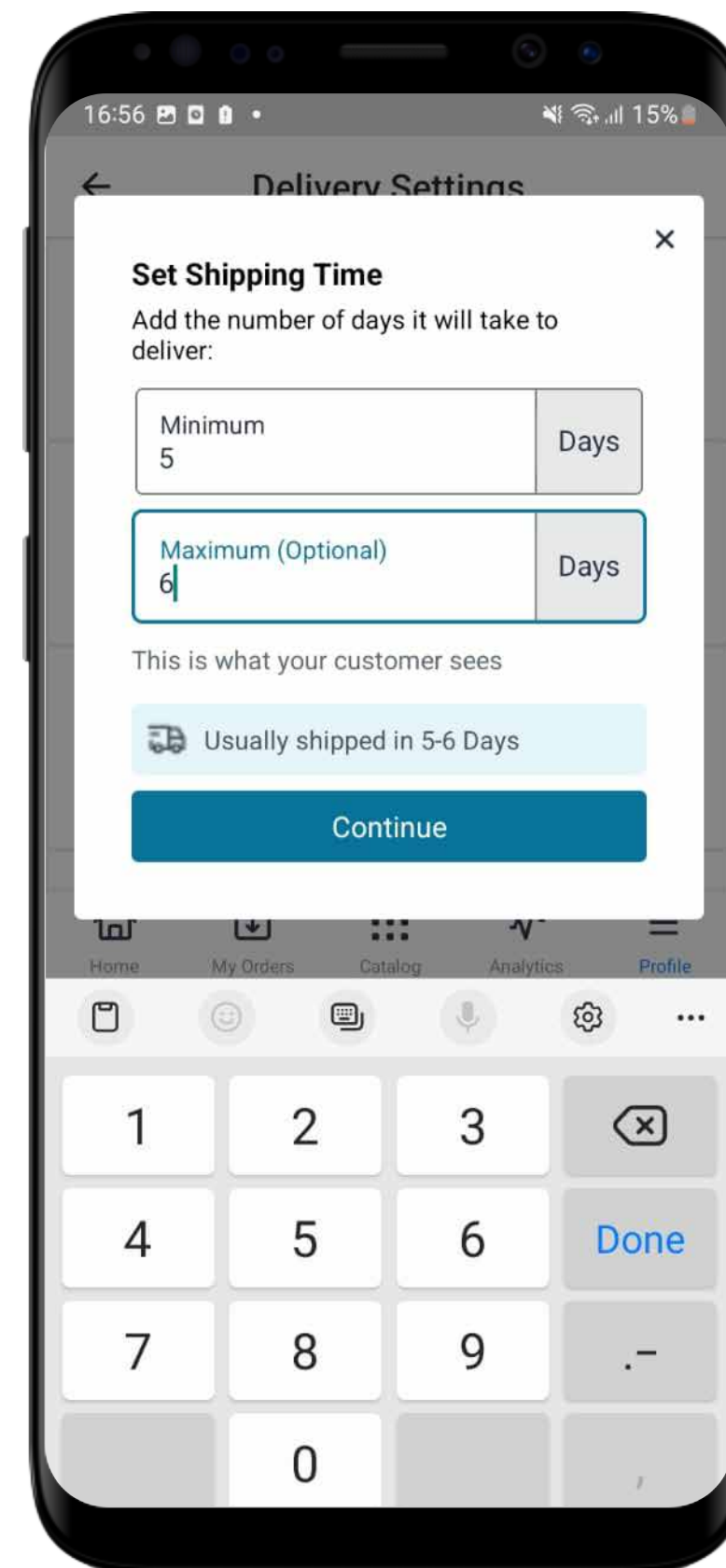
- Select **All India** if you want to receive orders from customers all over India
- Click on the **'Save'** button to save your delivery radius
- Click on the **'Set delivery radius'** button
- Add the **number of kilometers** of your delivery radius



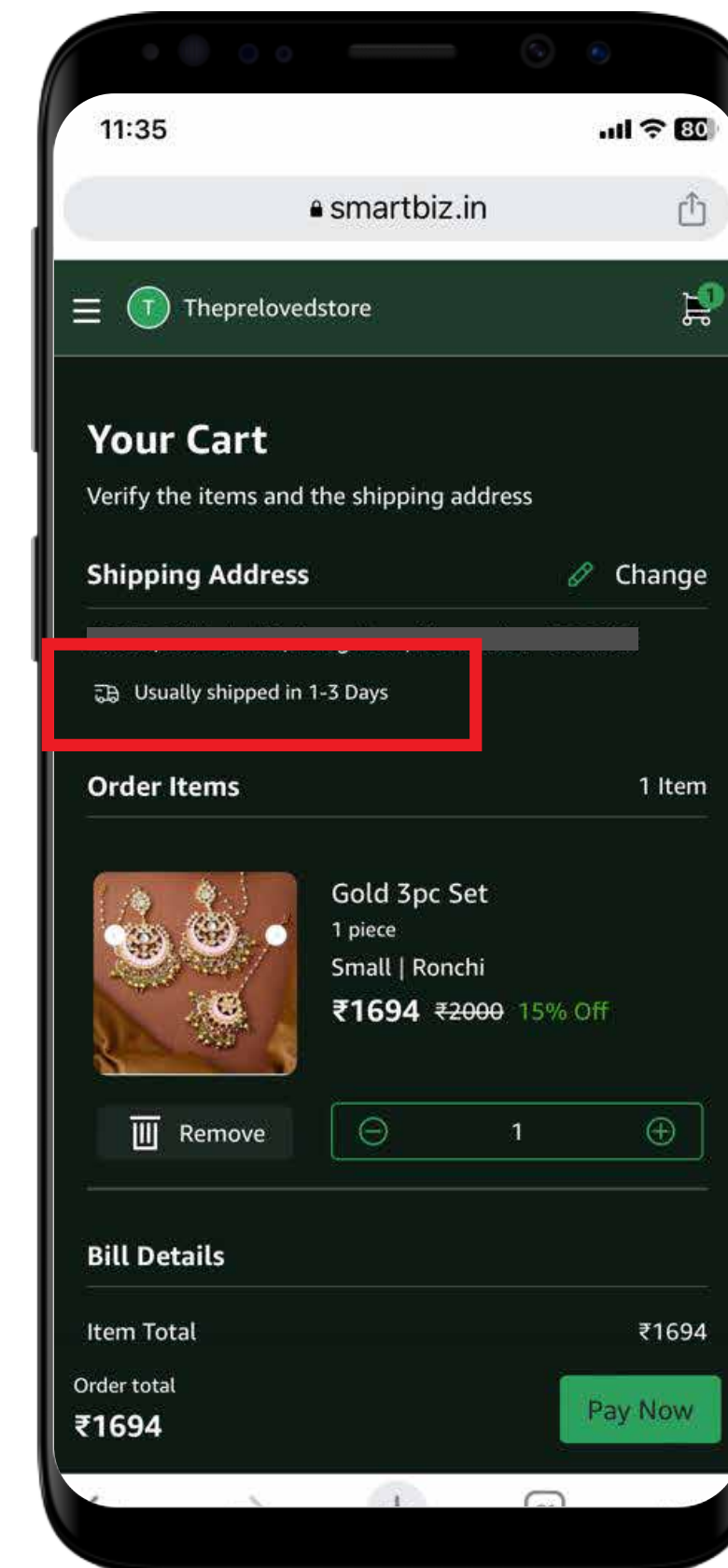
How to manage handling time?



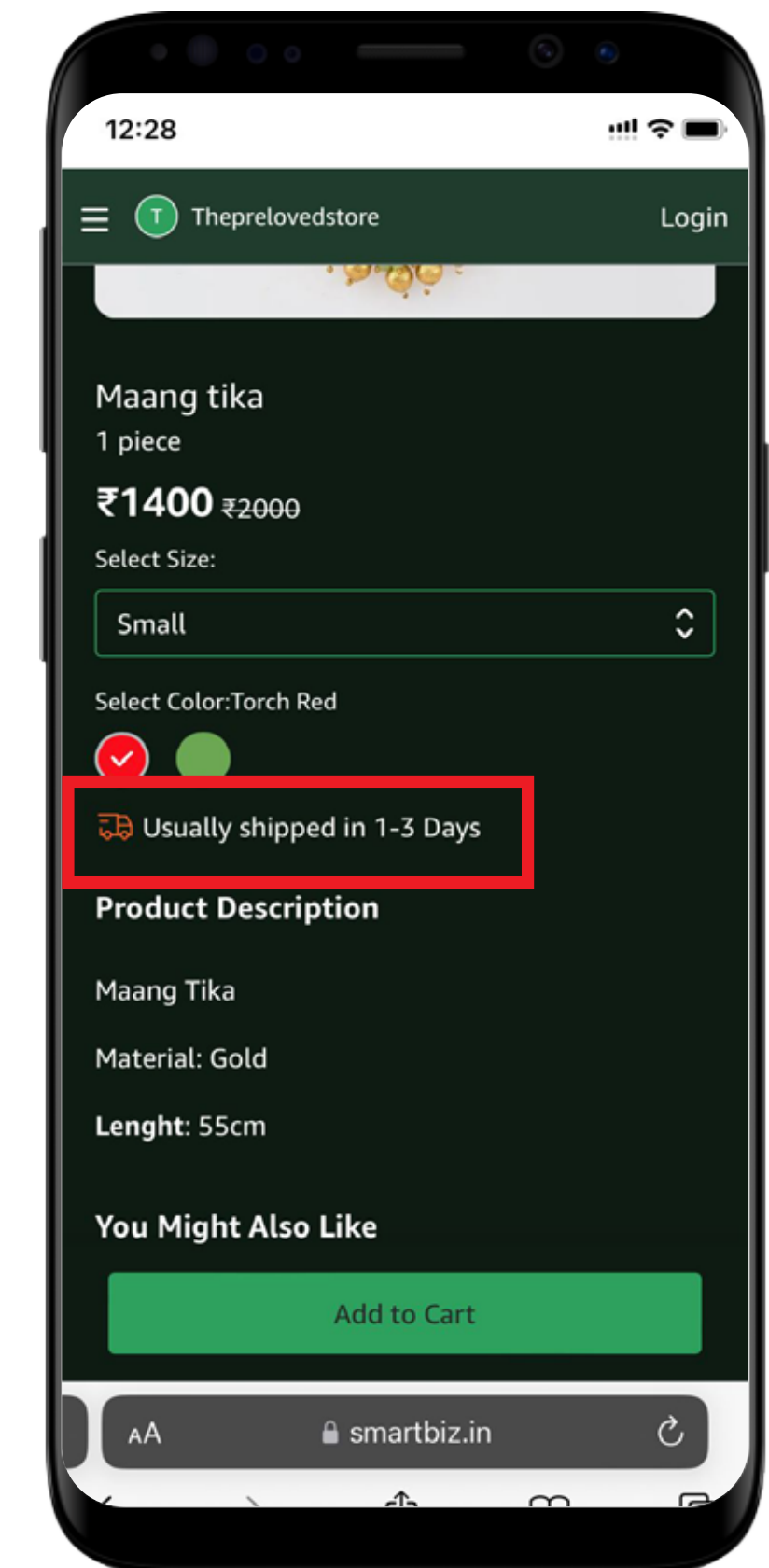
Go to delivery settings and click on **Set Shipping Time**



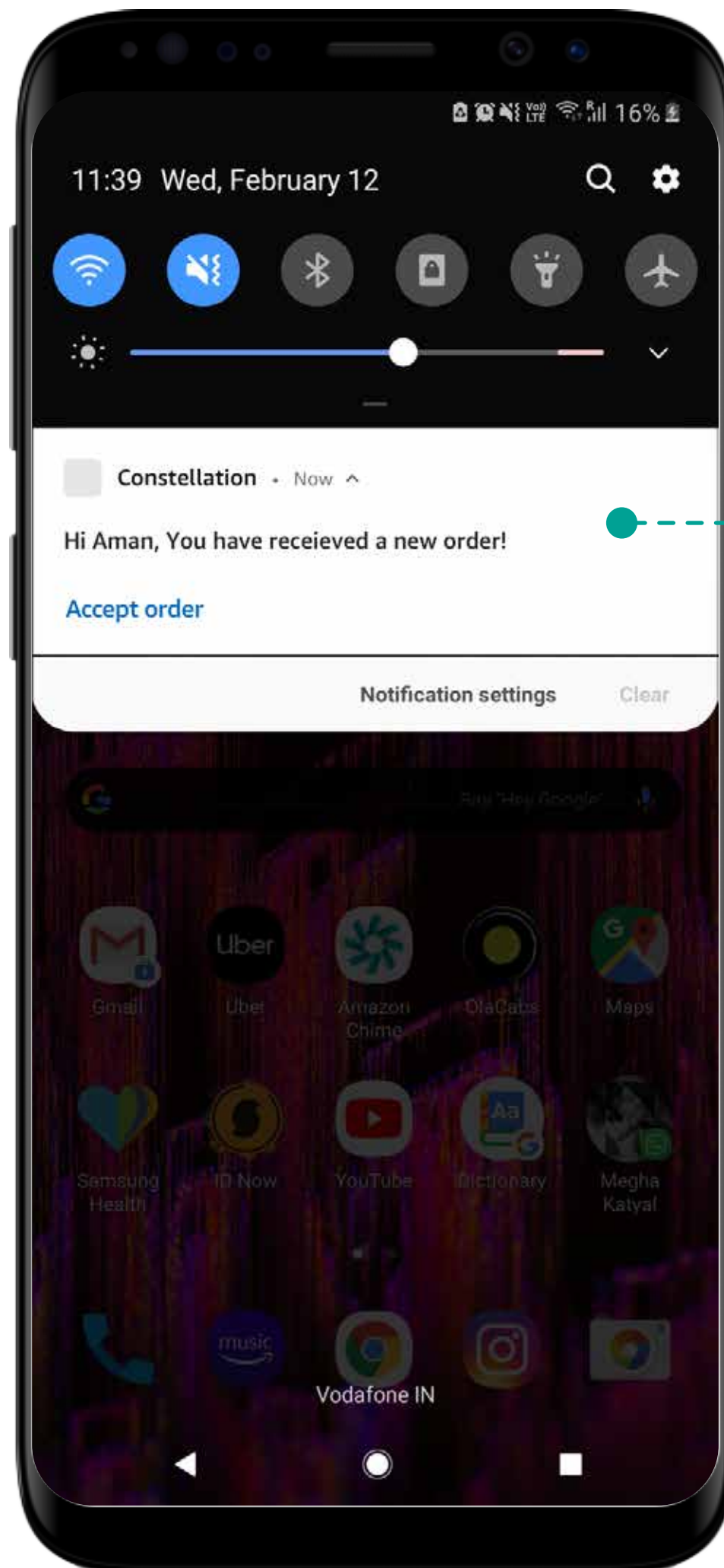
Configure the **Minimum and Maximum** days you need to ship your items



Your customers will be able to see the details on your **product page** and the **checkout page**

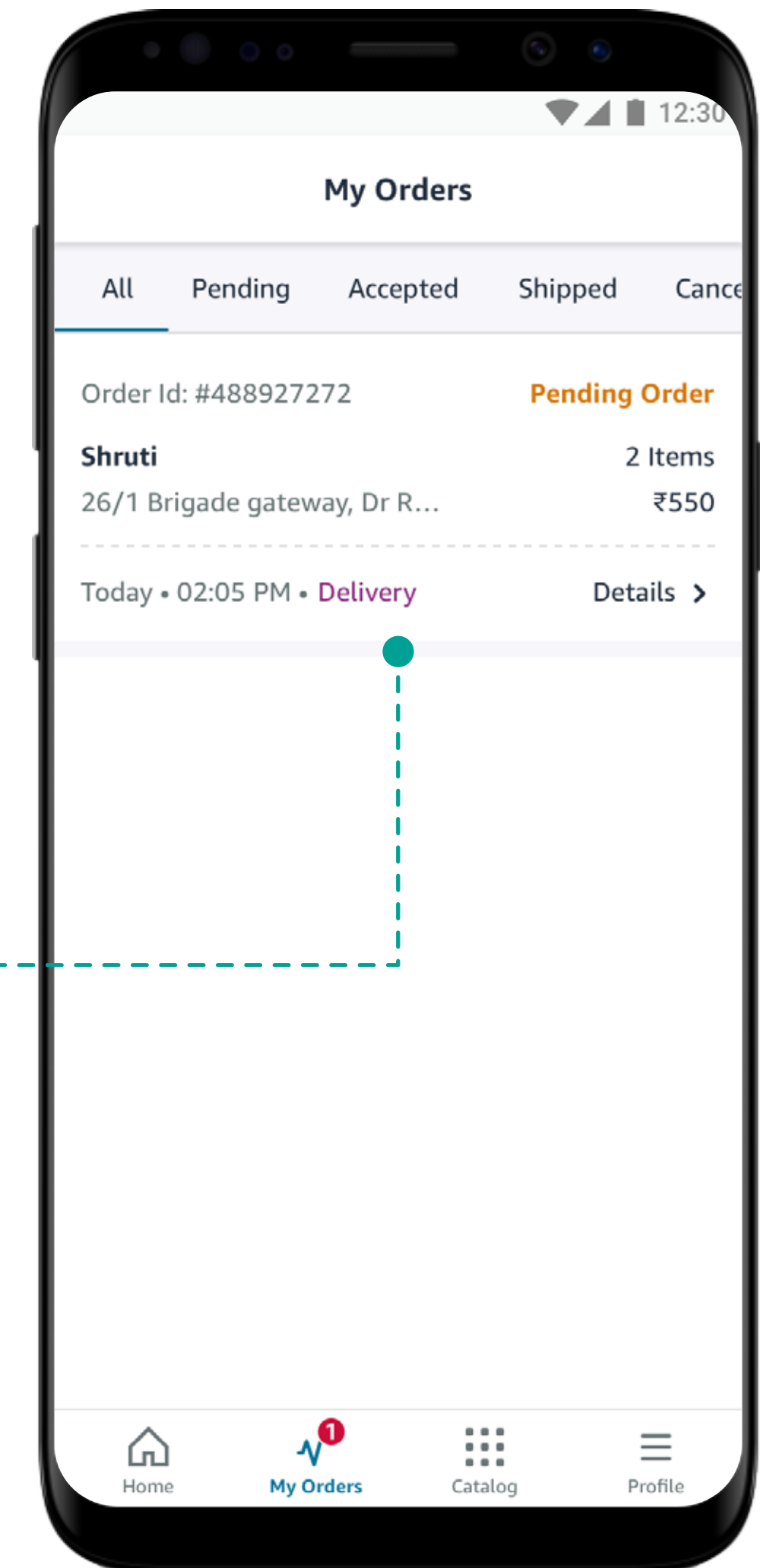


How to process & manage your orders?

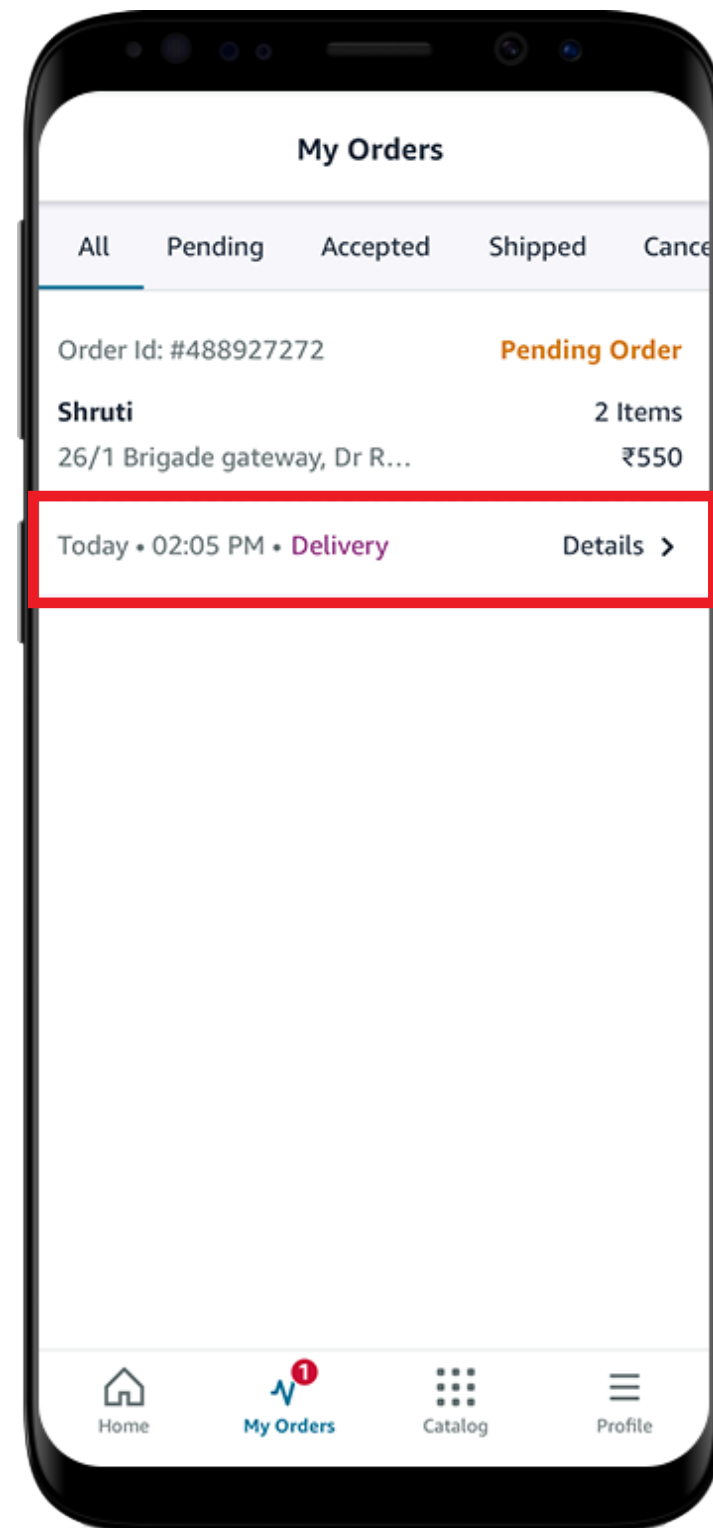


You will receive a **push notification** that notifies you of a new order.

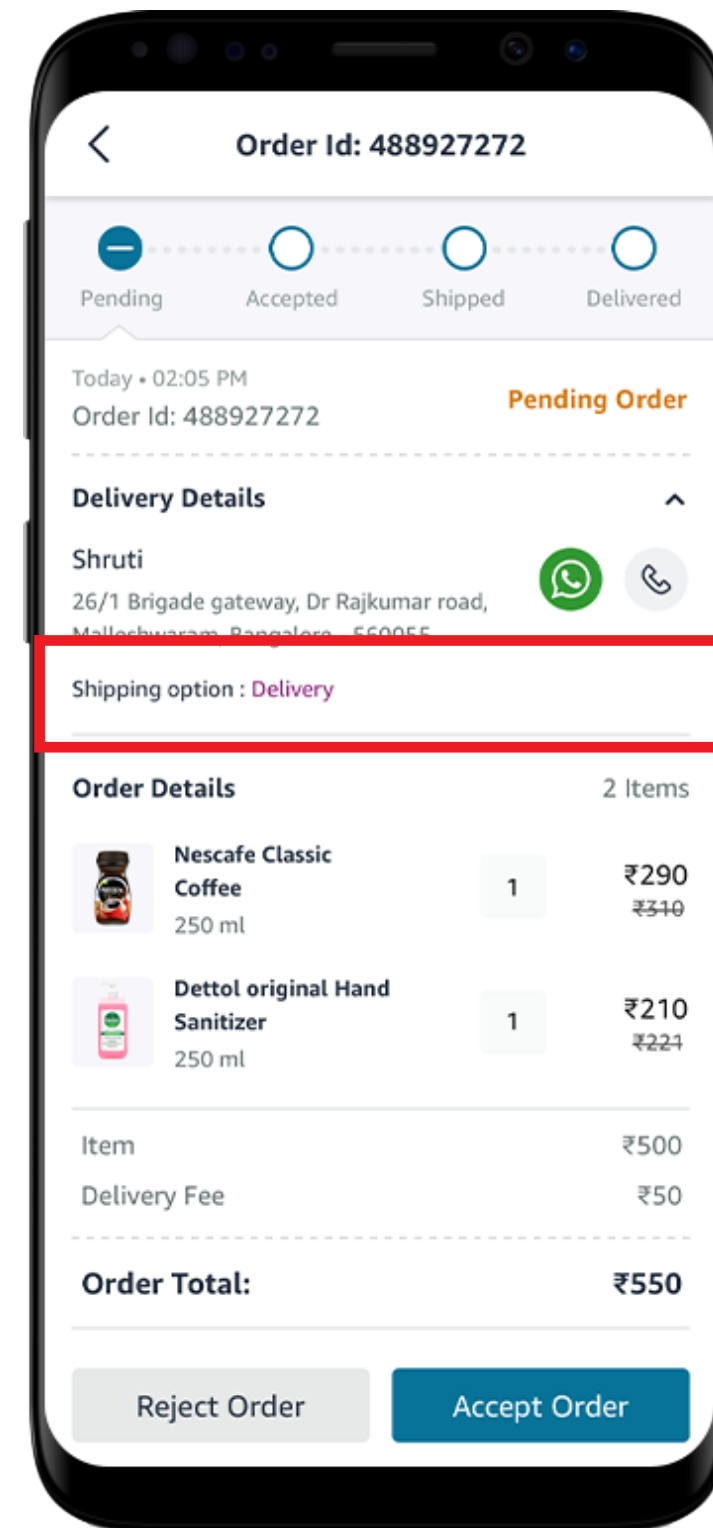
You can also check new orders from the **'My Orders'** page of your SmartBiz account.



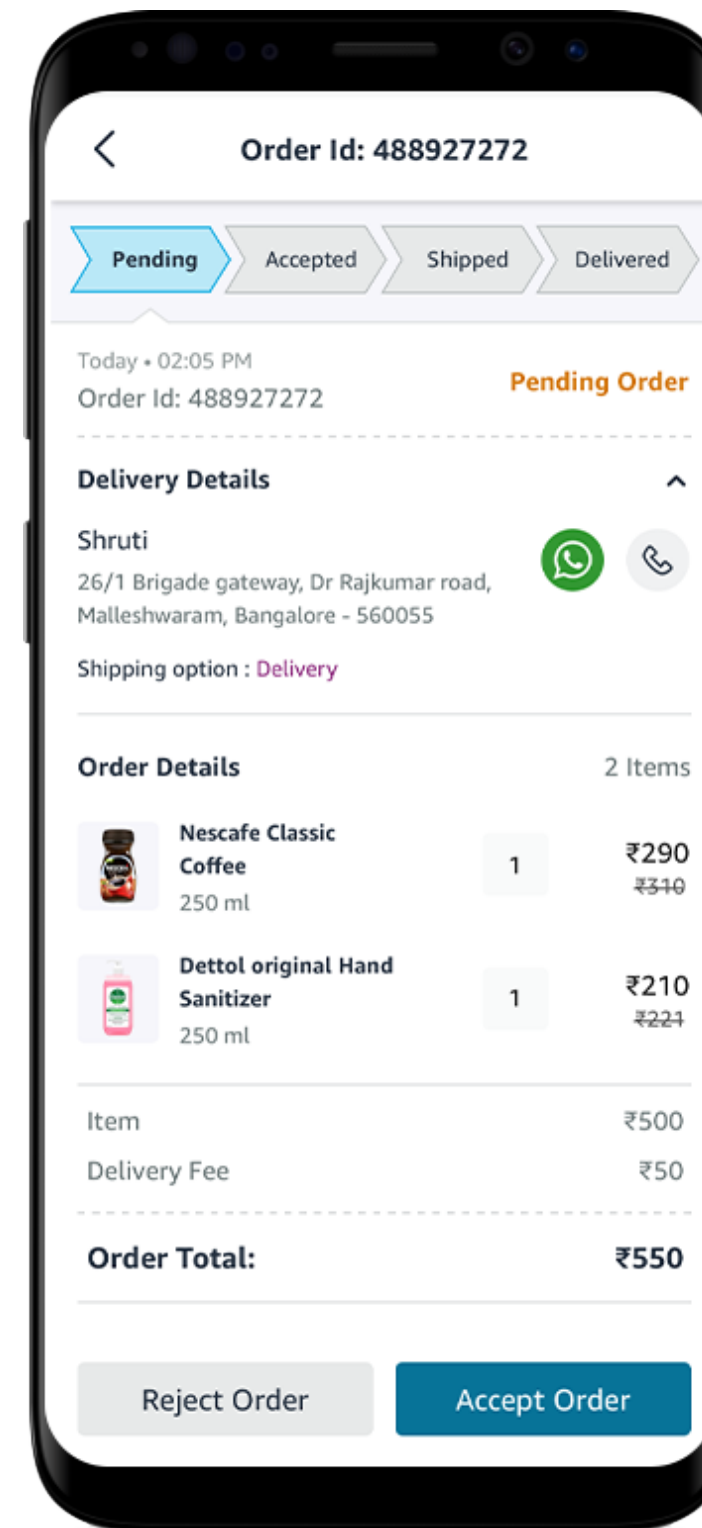
How to process and manage your online orders with SmartBiz?



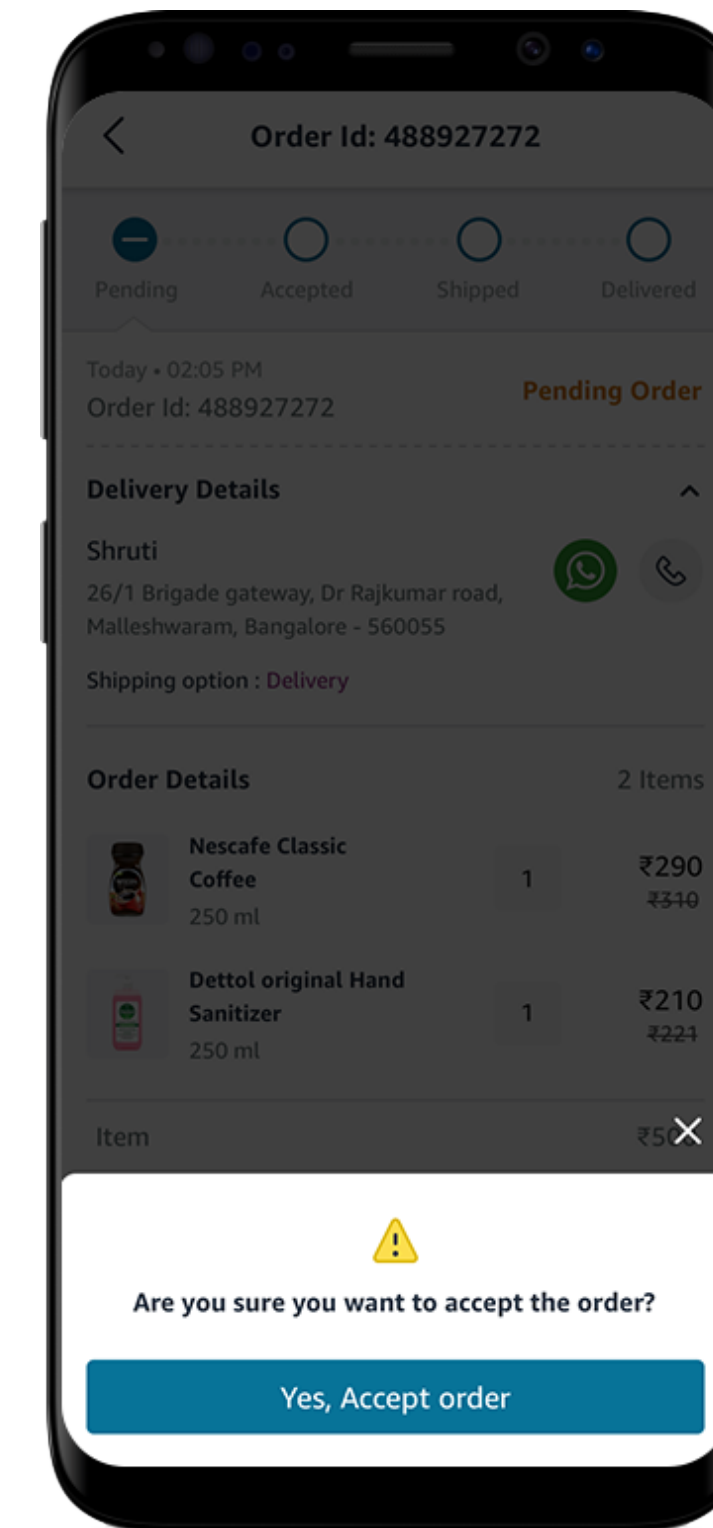
Click on **order details**



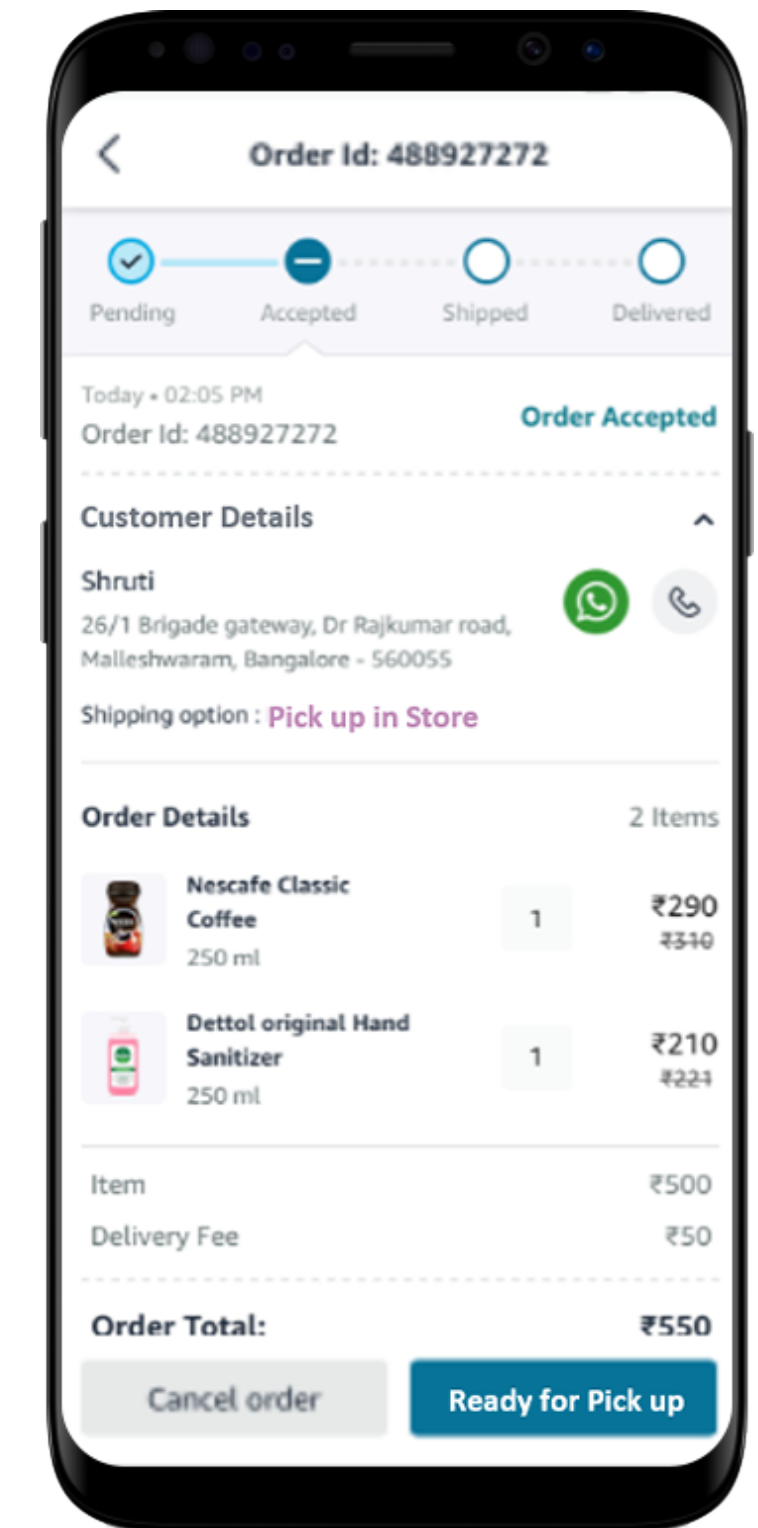
Check the **customer details** section on the order to identify whether it is a customer self-pick-up order or a home delivery order



Accordingly, click on the **'Accept Order'** button

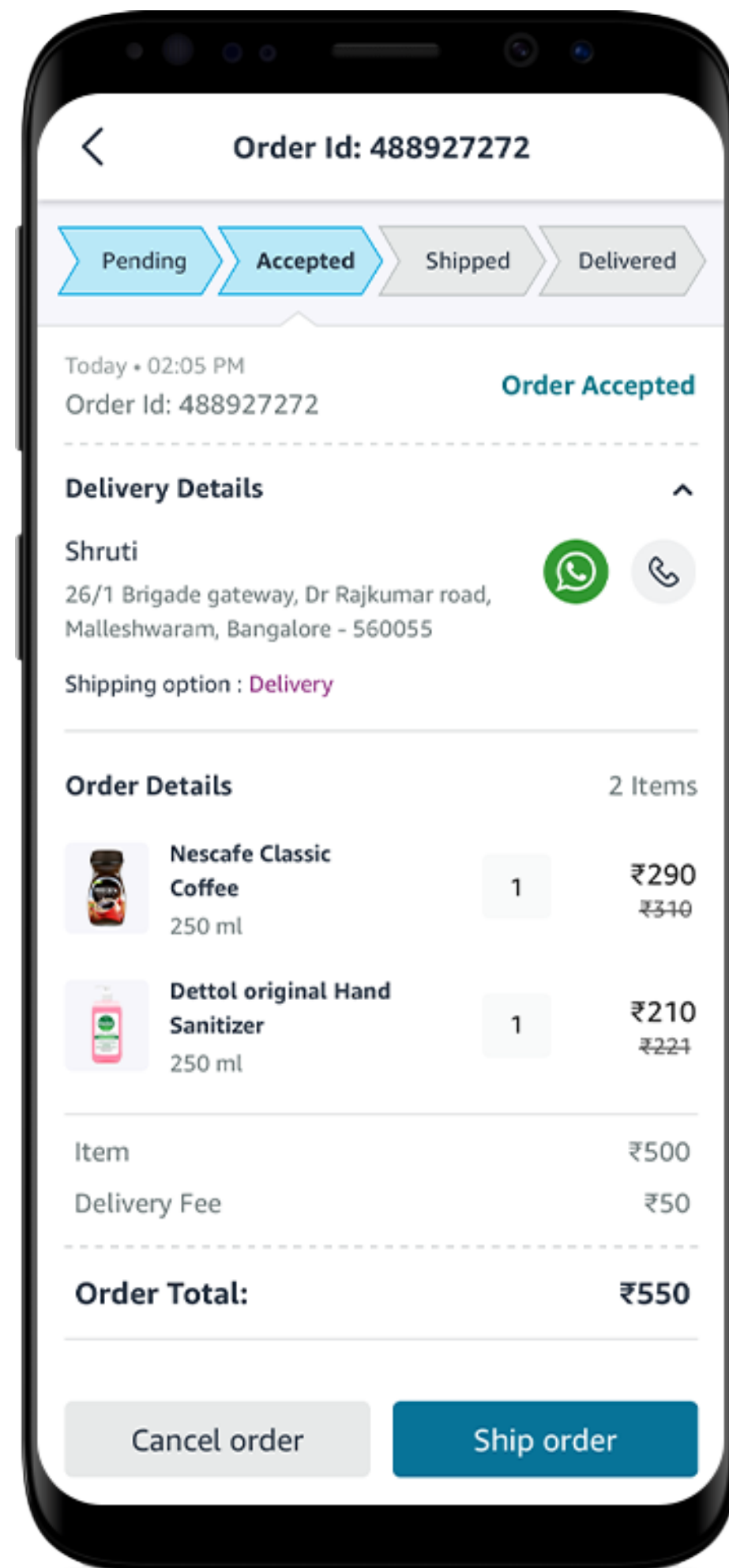


Confirm that you wish to accept the order by clicking on the **'Yes, Accept Order'** button

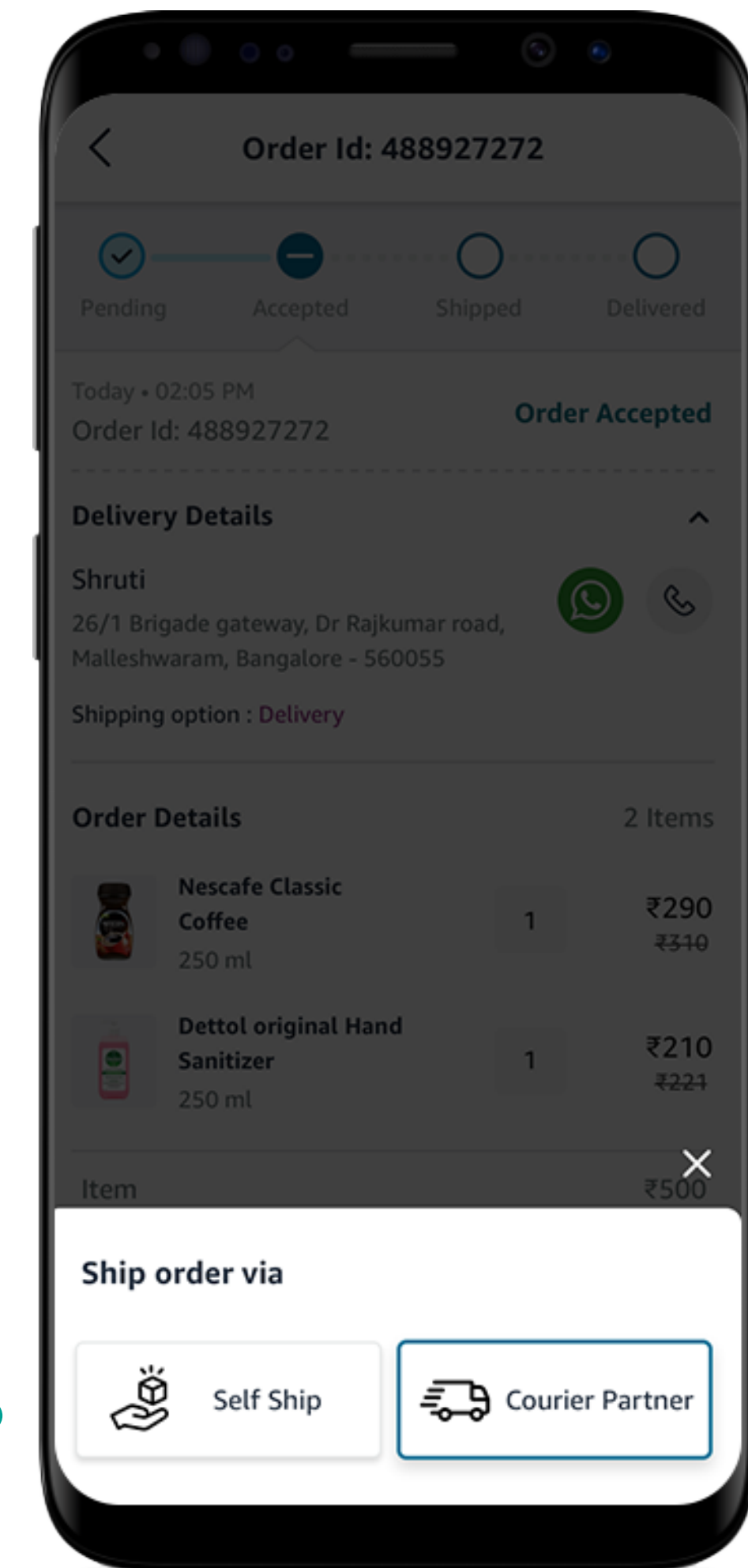


If it is a customer self-pick-up order, you need to mark it as **'Ready for Pick-up'**

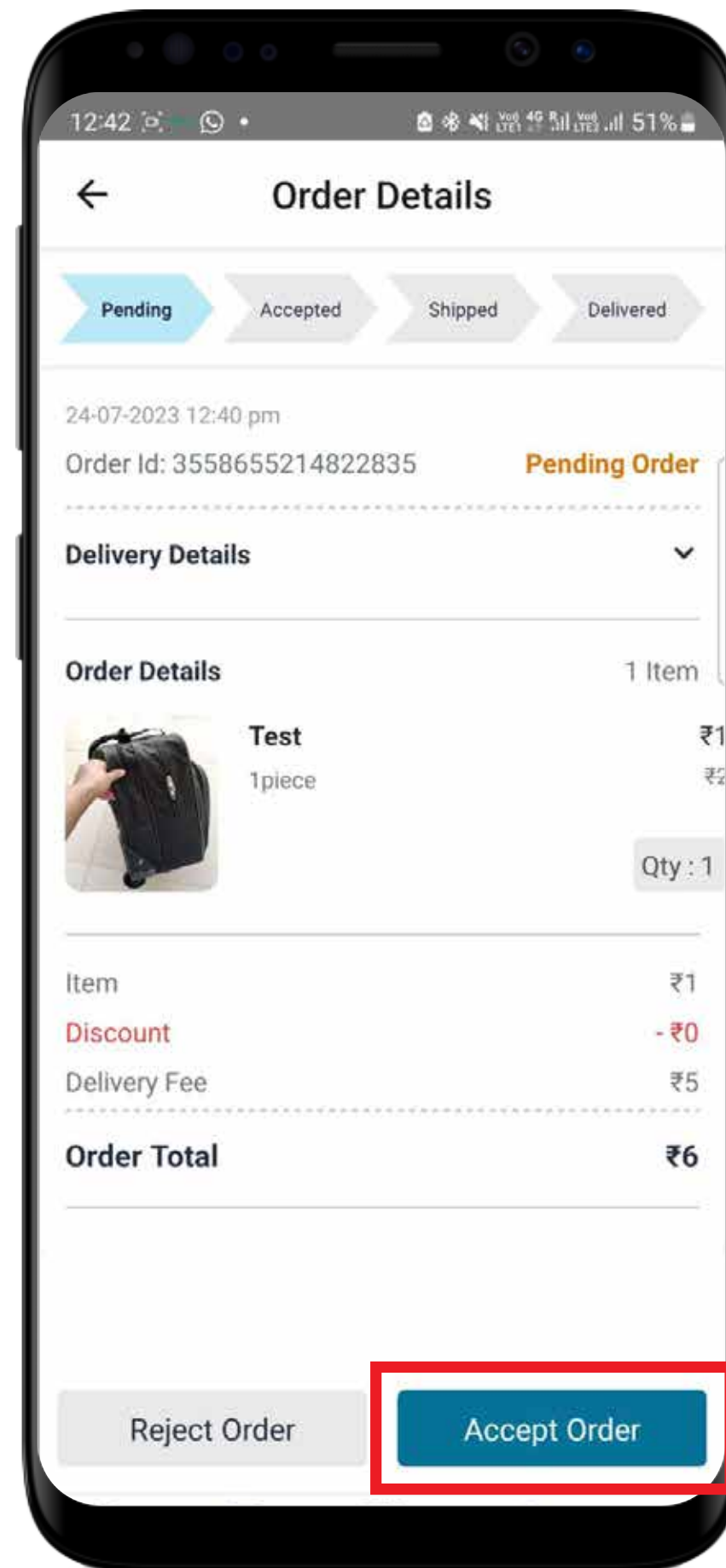
How to process and manage your online orders with SmartBiz?



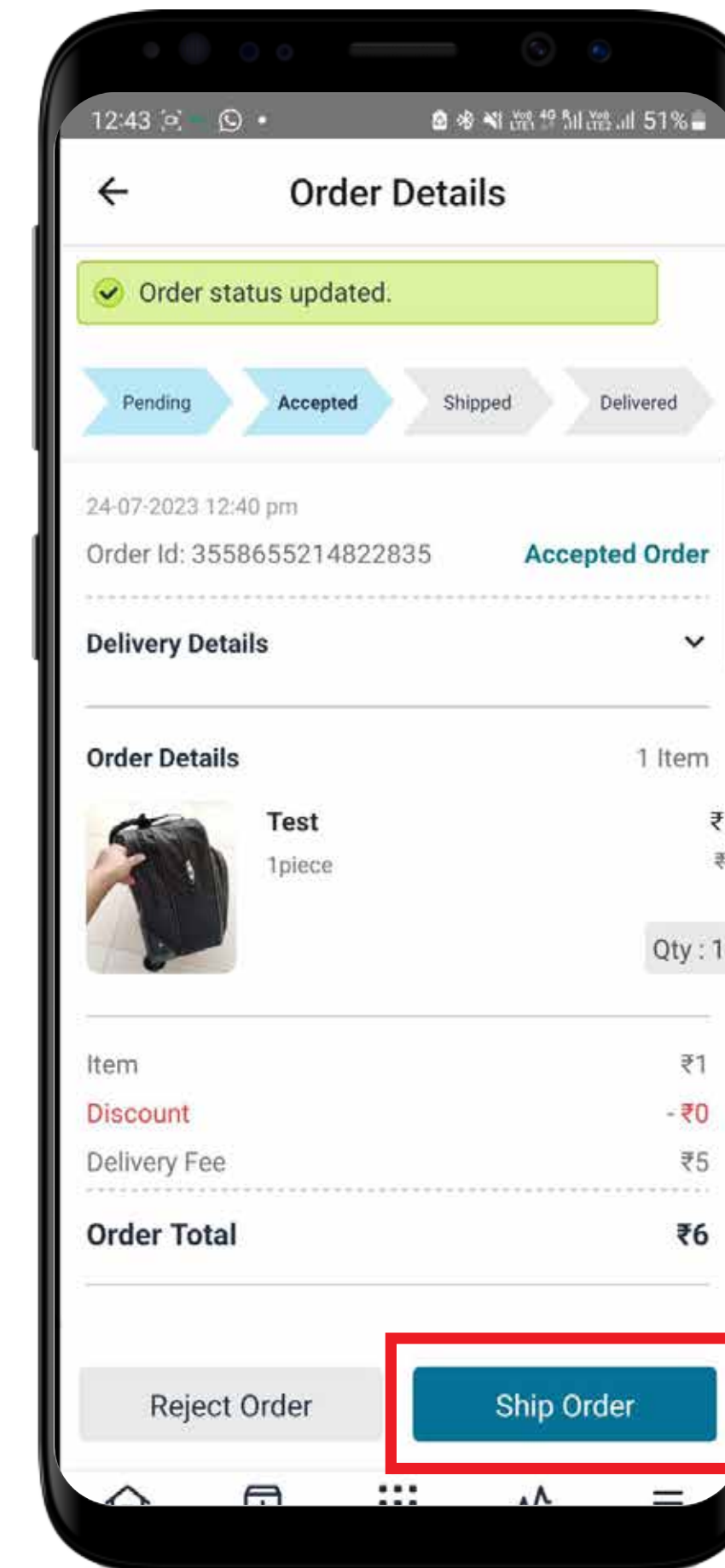
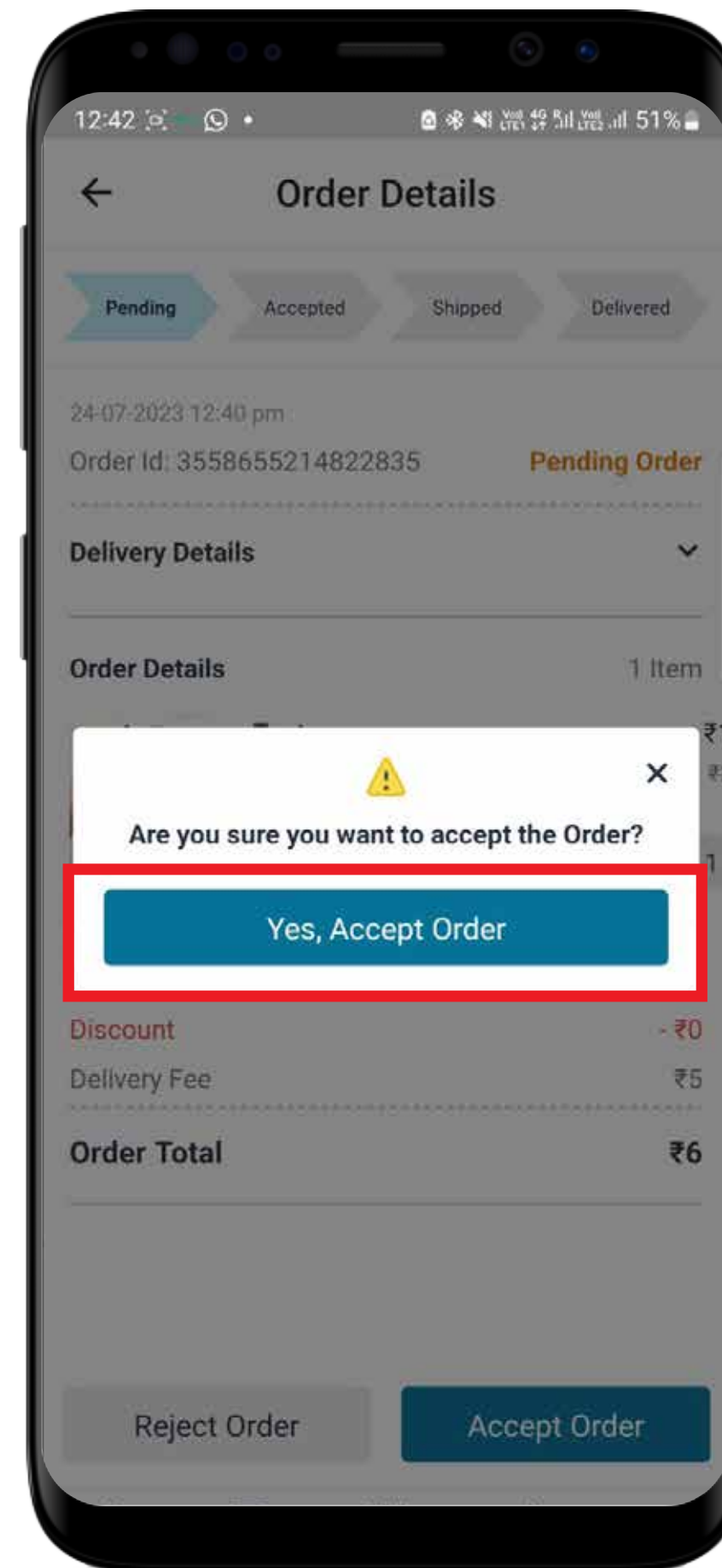
- In case of home delivery, click on the **'Ship Order'** button to process the order
- Select either **self-ship** or **courier partner** for delivering the order



How to share self ship order tracking?

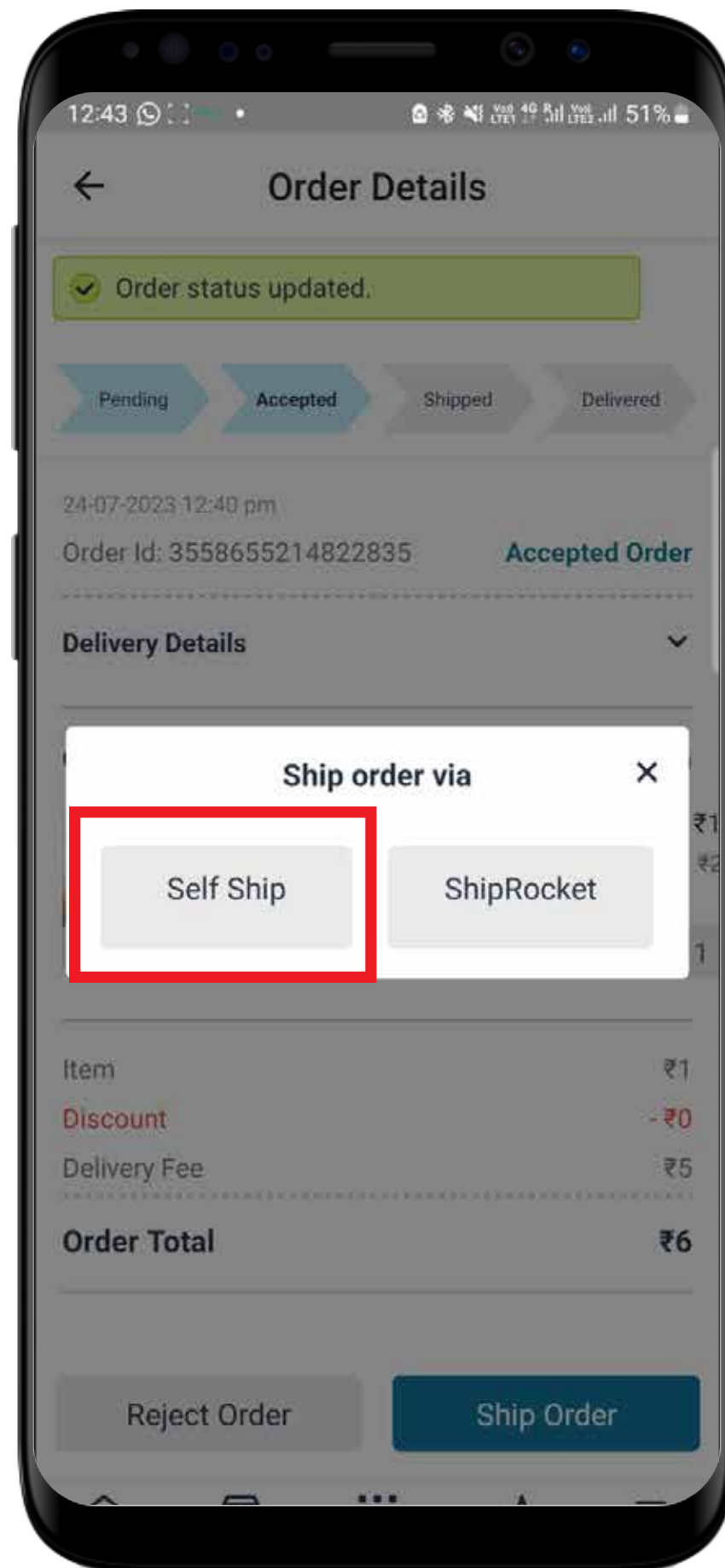


Go to your orders and click on **Accept Orders**

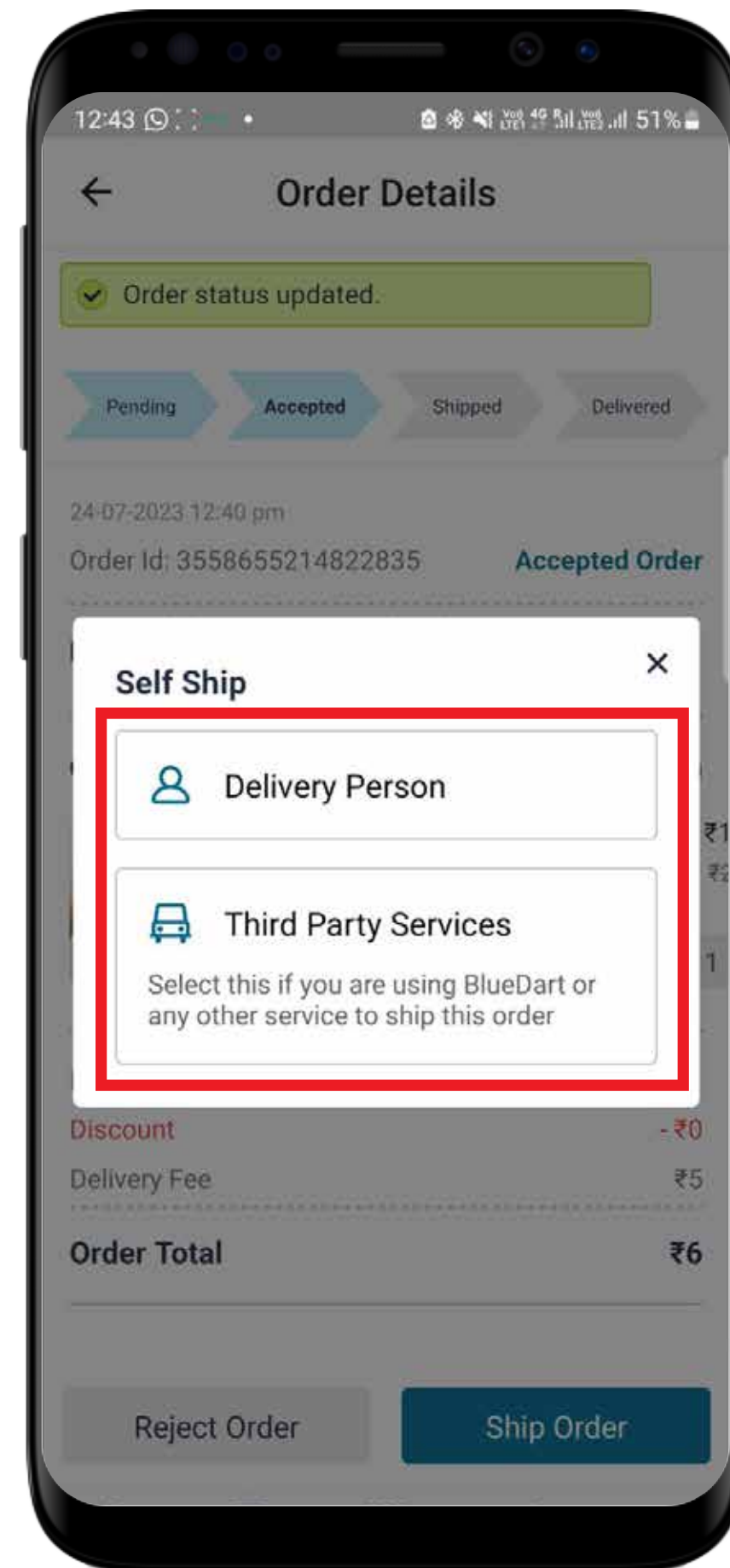


Click on **Ship Order**

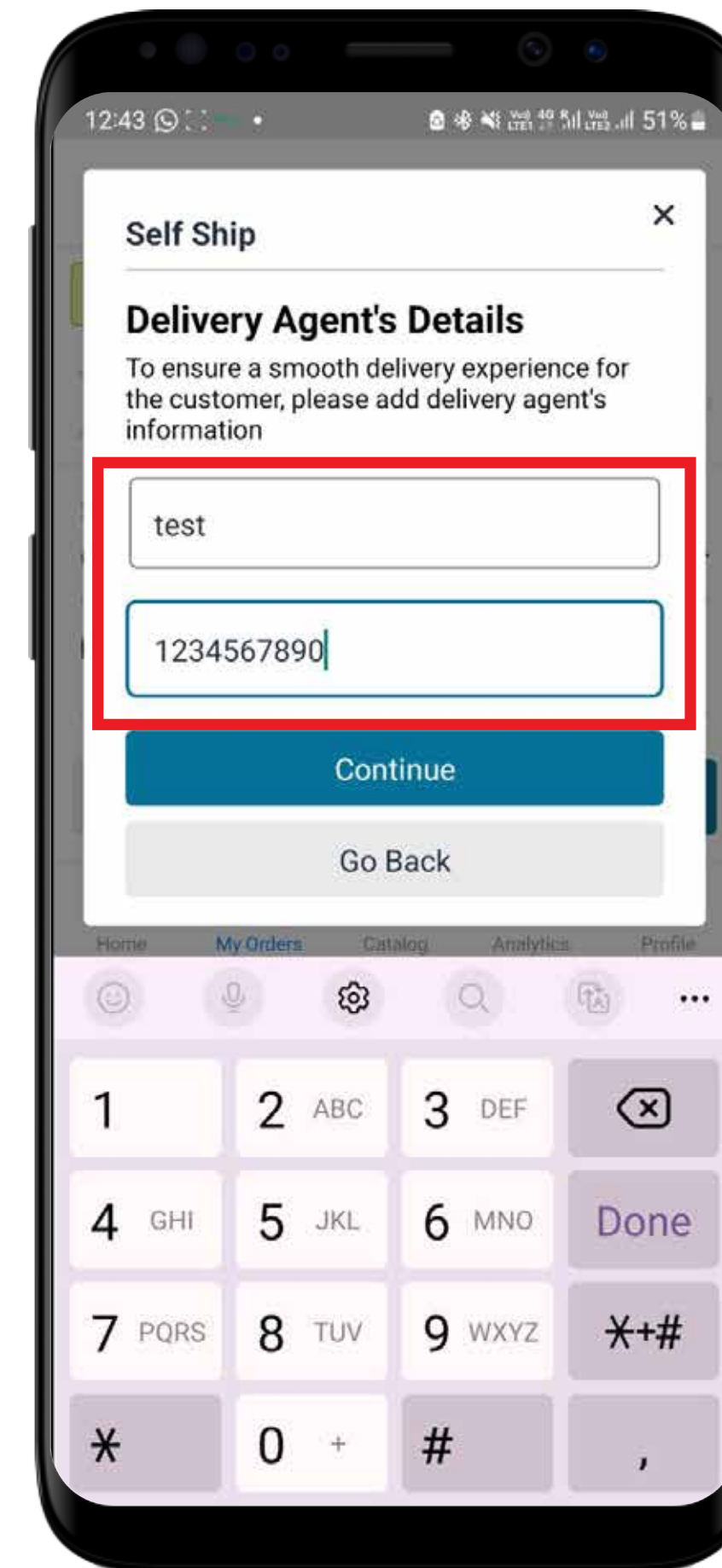
How to share self ship order tracking?



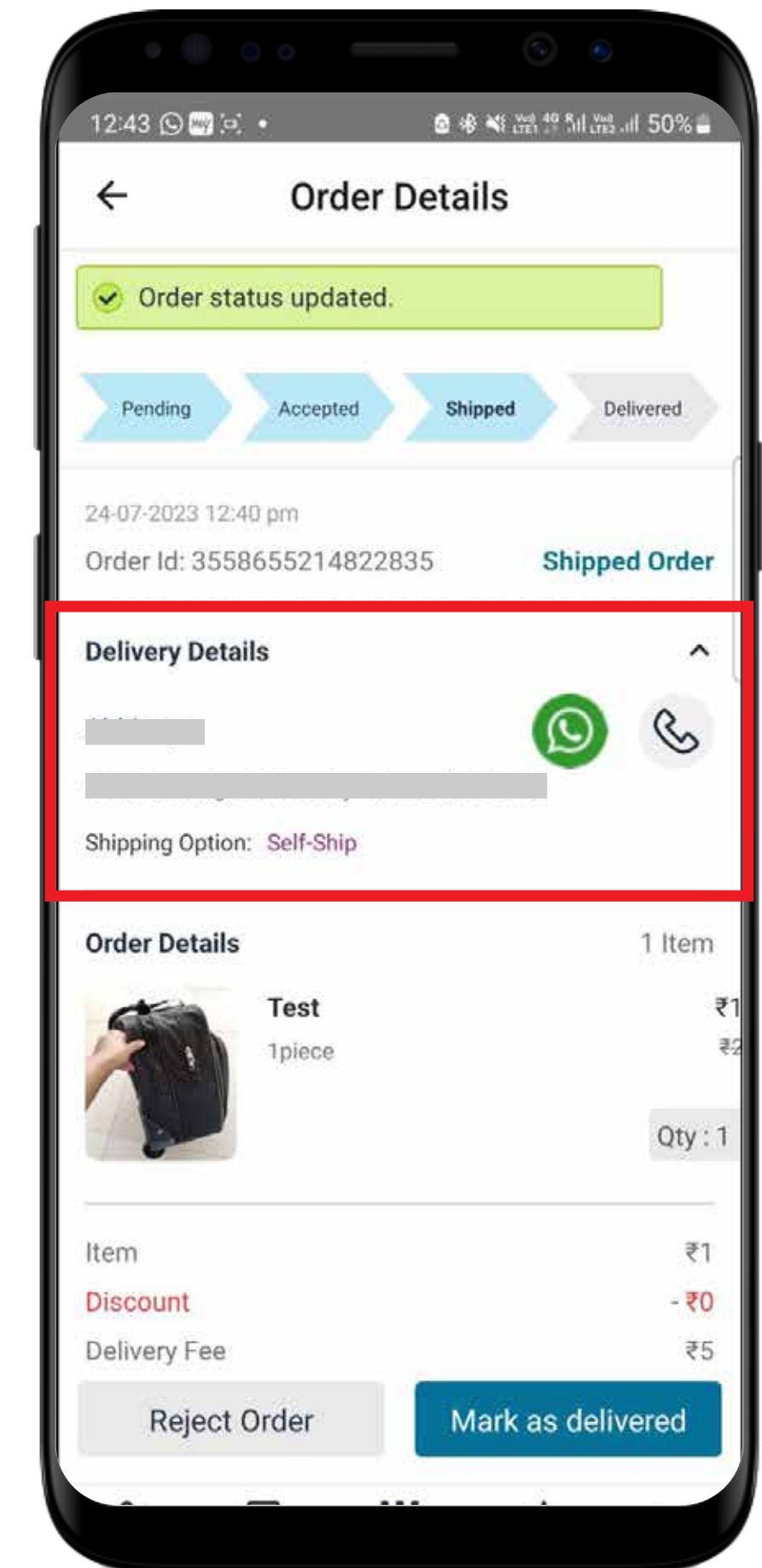
Select **Self Ship** as an option here



Select the **option** through which you are self shipping your order

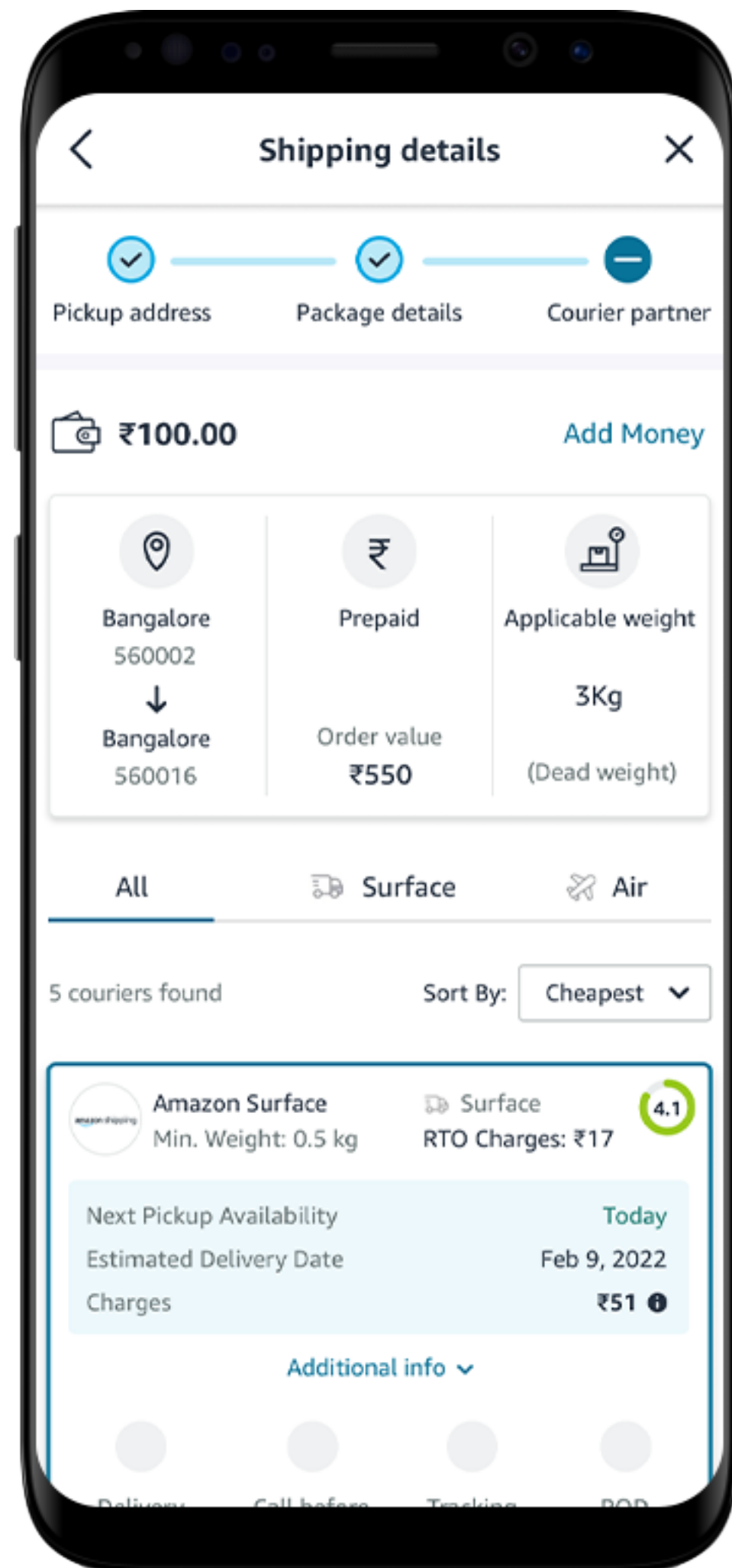


Enter the **details** you want to share with your customers

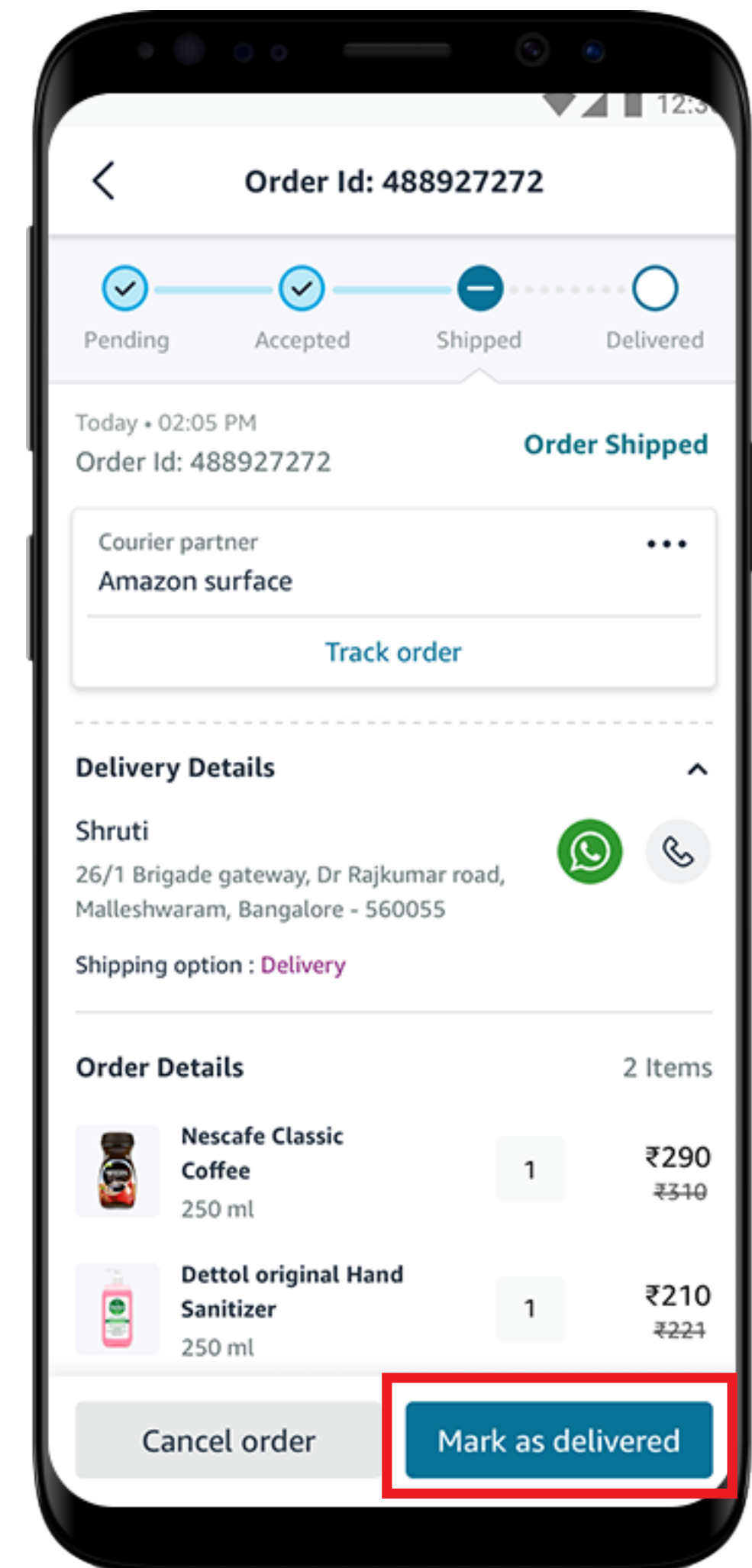


Your shipping details will be **updated** and **sent to customers**

How to process and manage your online orders with Shiprocket?



- If you want to deliver using a courier partner, you will be routed to the **ShipRocket dashboard**. You can select the courier based on your preference
- Click on **'Mark as Delivered'** button when the order has been delivered to the customer



**How to fulfill
your orders?**

How to set up a shipping account with Shiprocket?

Learn about:

- How to set up your Shiprocket account? 50
- How to recharge your Shiprocket shipping wallet? 51
- How to deliver an order with ShipRocket? 52
- How to add a new pickup address for your Shiprocket account? 54

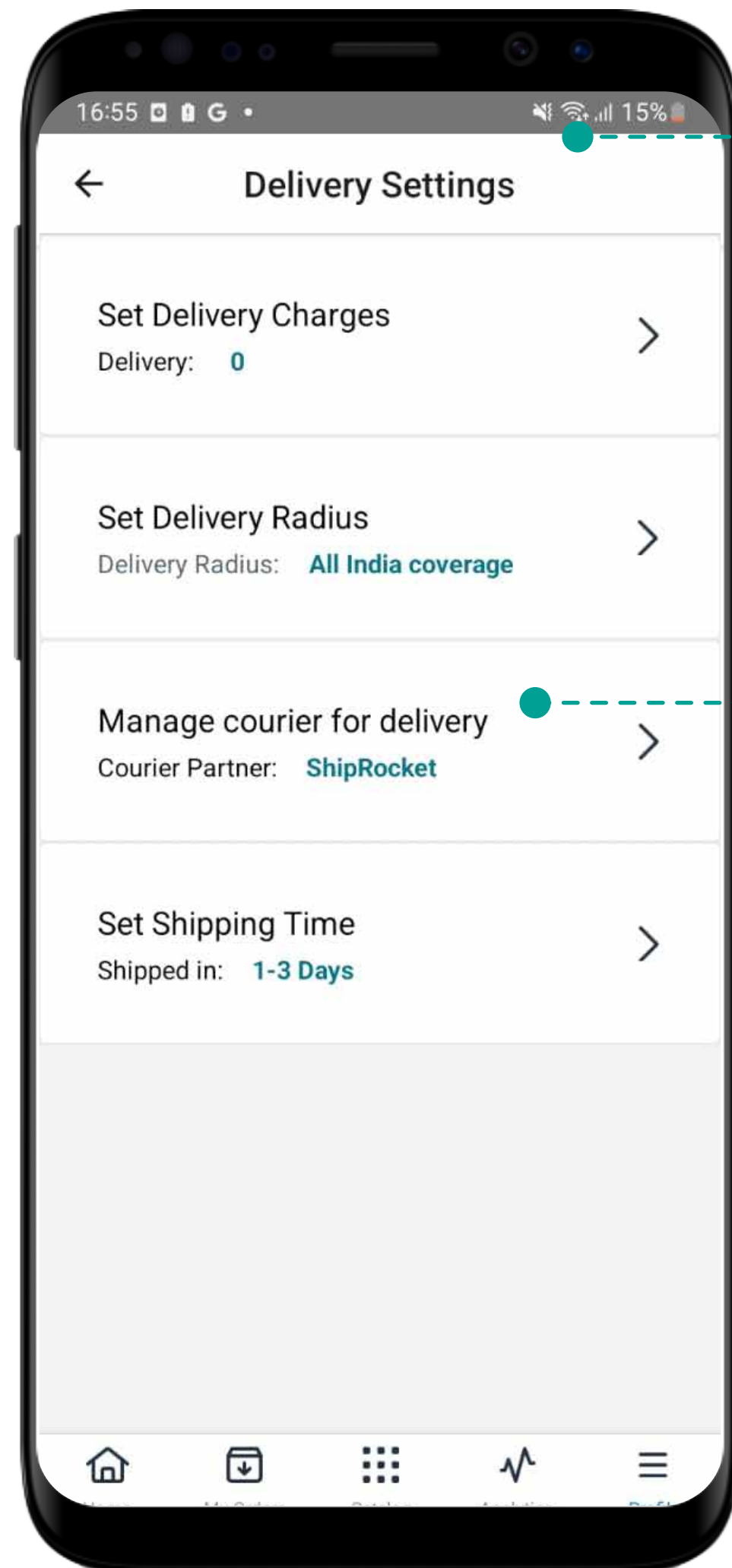
SmartBiz by Amazon has partnered with Shiprocket in order to help you set up shipping services for your e-commerce website.

Exclusive offer

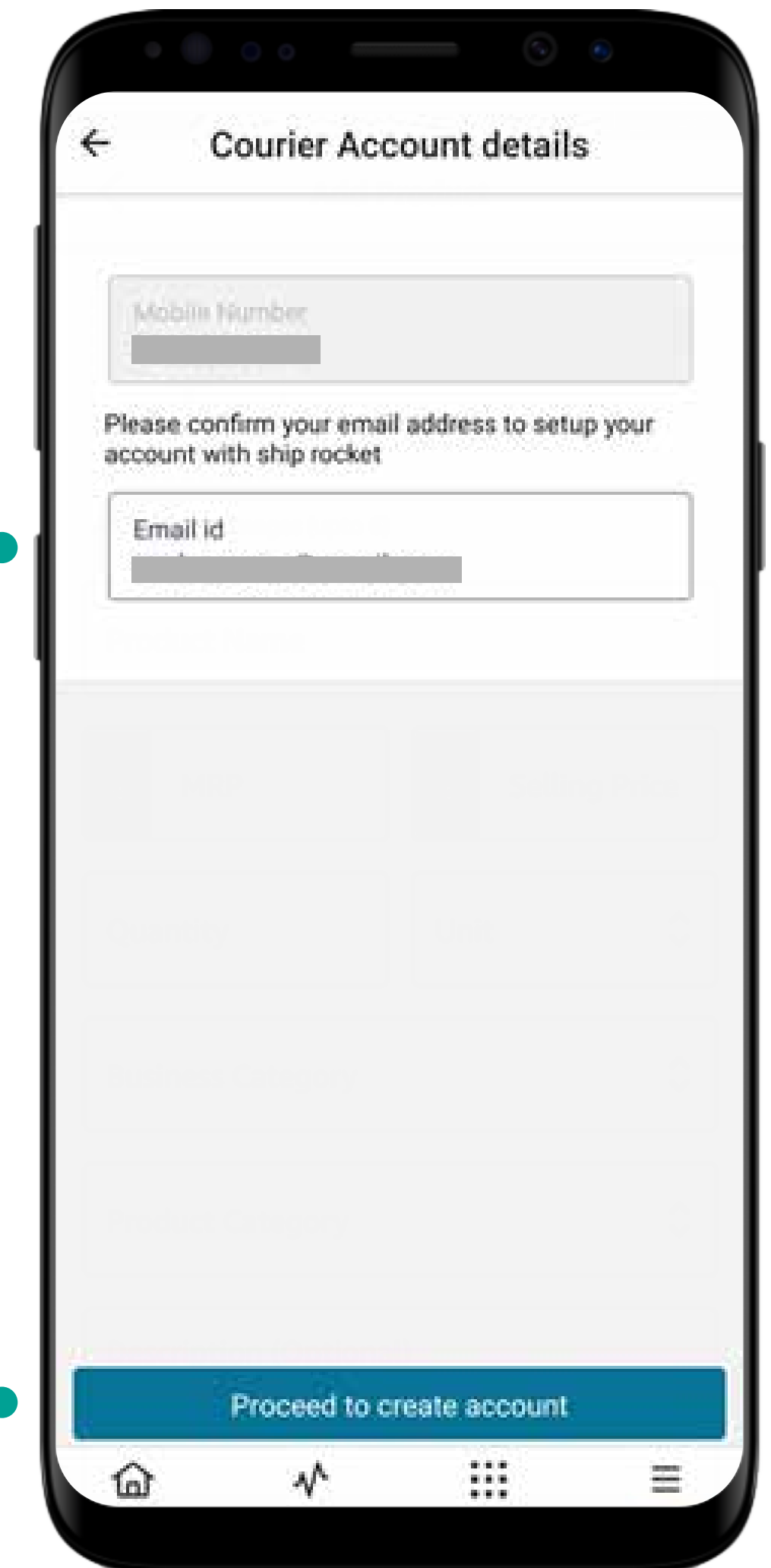


Now signup on Shiprocket through SmartBiz and **get free shipping credits worth ₹500**

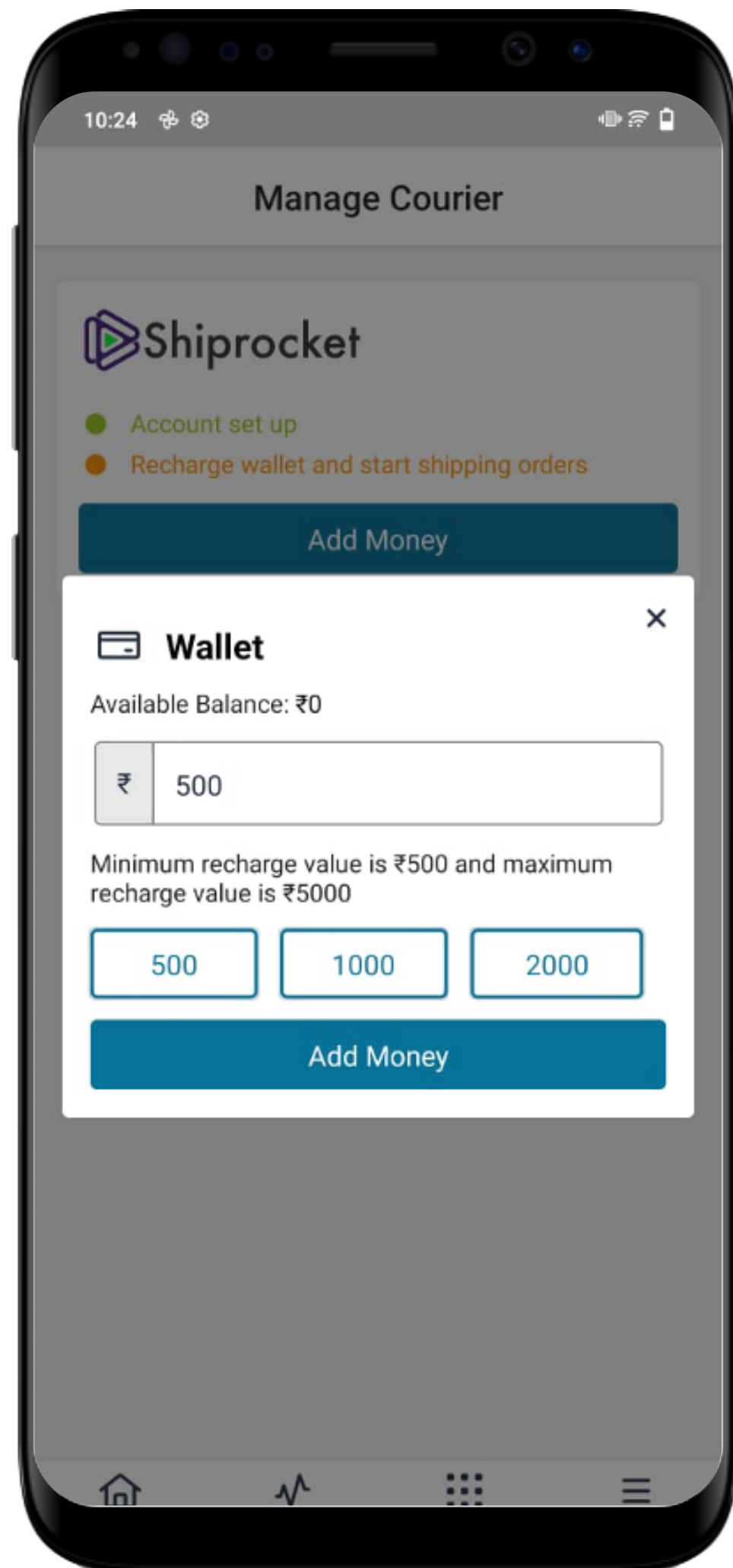
How to set up your Shiprocket account?



- Go to the 'My Profile' page on your SmartBiz account and select 'Delivery Settings'
- Click on 'Manage courier for delivery' to start setting up your Shiprocket account. Alternatively, you can also set this up once you receive an order.
- Select 'Setup Now' to create an account
- Enter your email address
- Click on 'Proceed to create an account'
- Your Shiprocket account is set up now



How to recharge your Shiprocket shipping wallet?



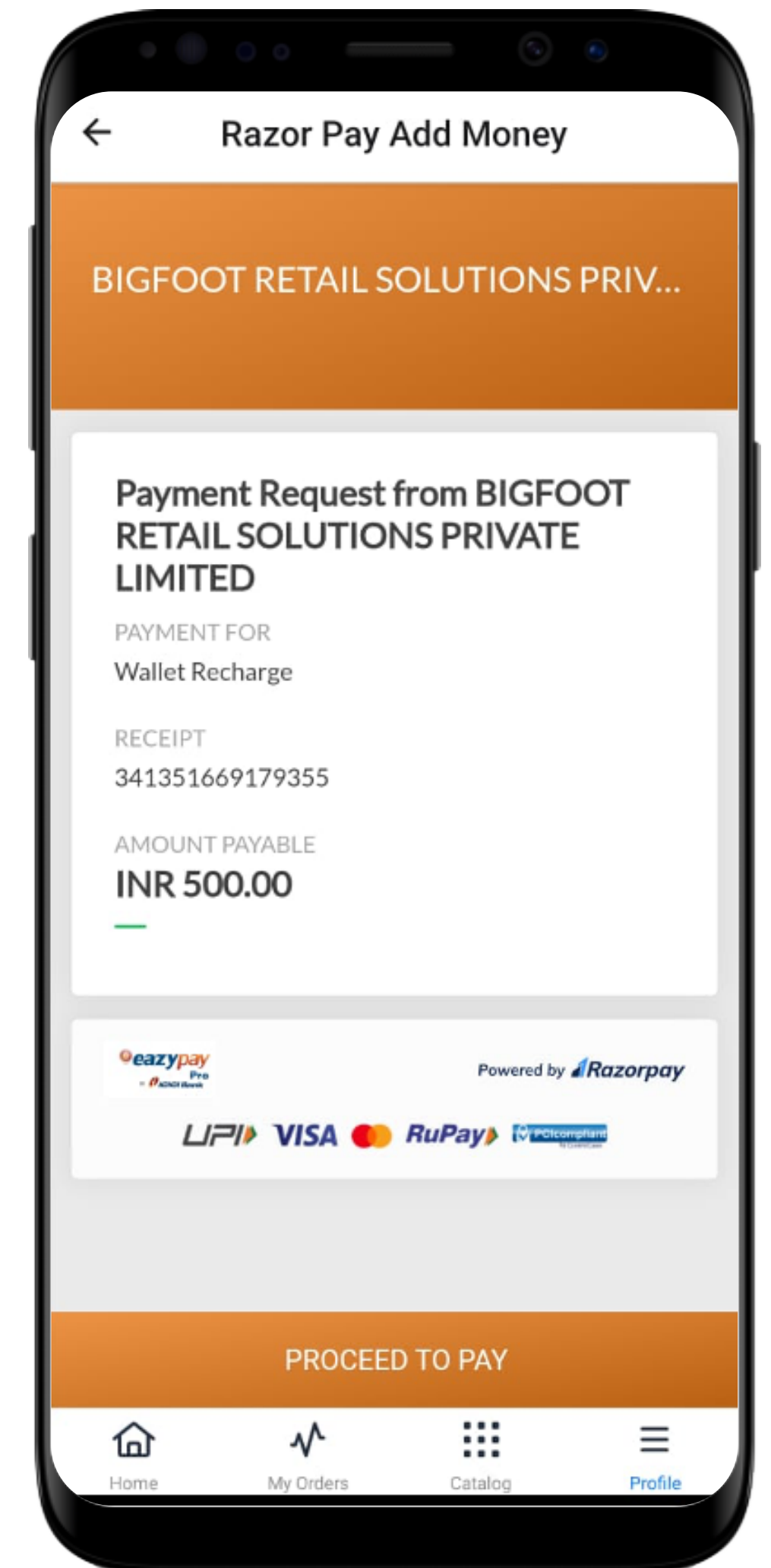
Shiprocket is a prepaid service. Therefore, you will need to recharge your wallet before using Shiprocket.

- Click on add money to add funds to your Shiprocket wallet.
- Enter the required amount of money to top-up your Shiprocket wallet balance.
- You can add money using multiple payment modes – **UPI, Credit card, Netbanking, etc.**
- Check out using your selected payment mode and **complete your payment.**

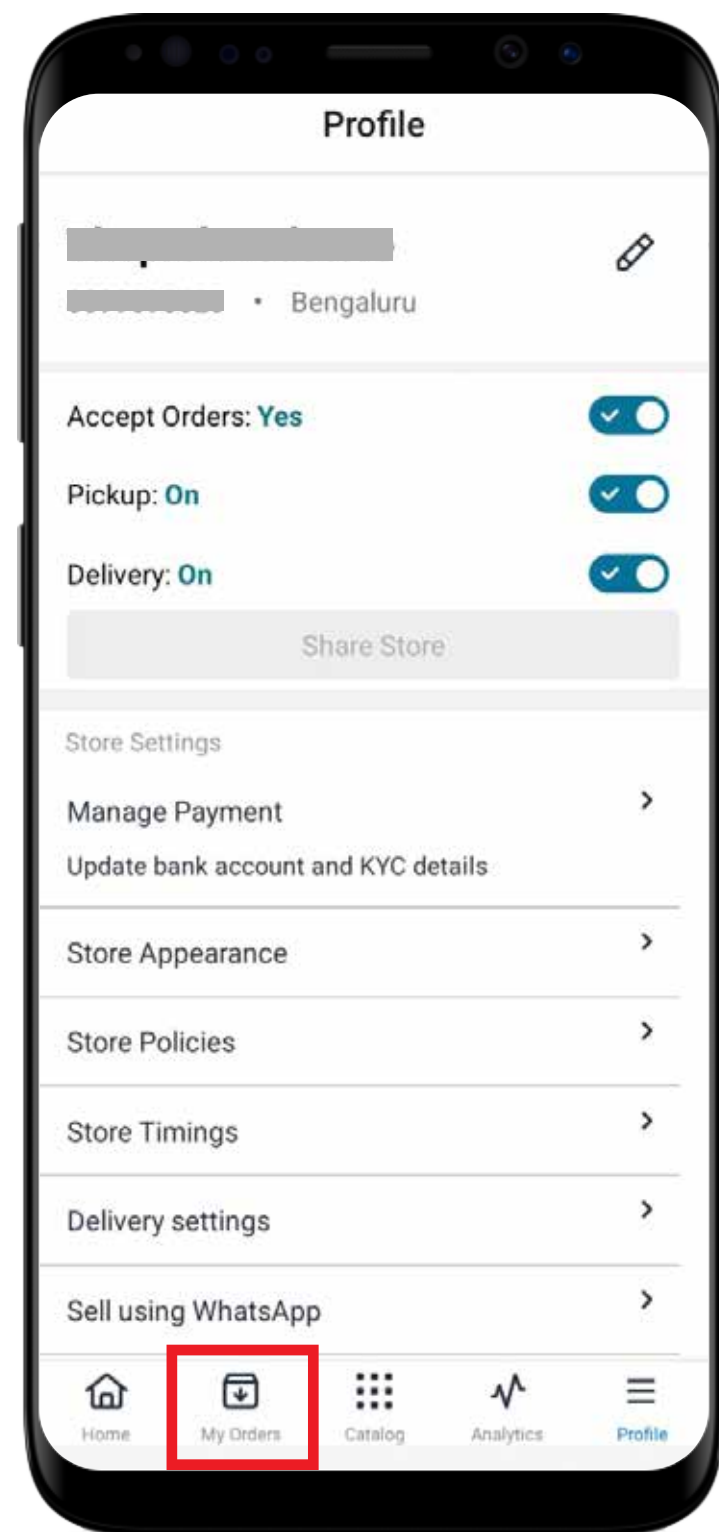


Note: The minimum recharge amount is ₹500.

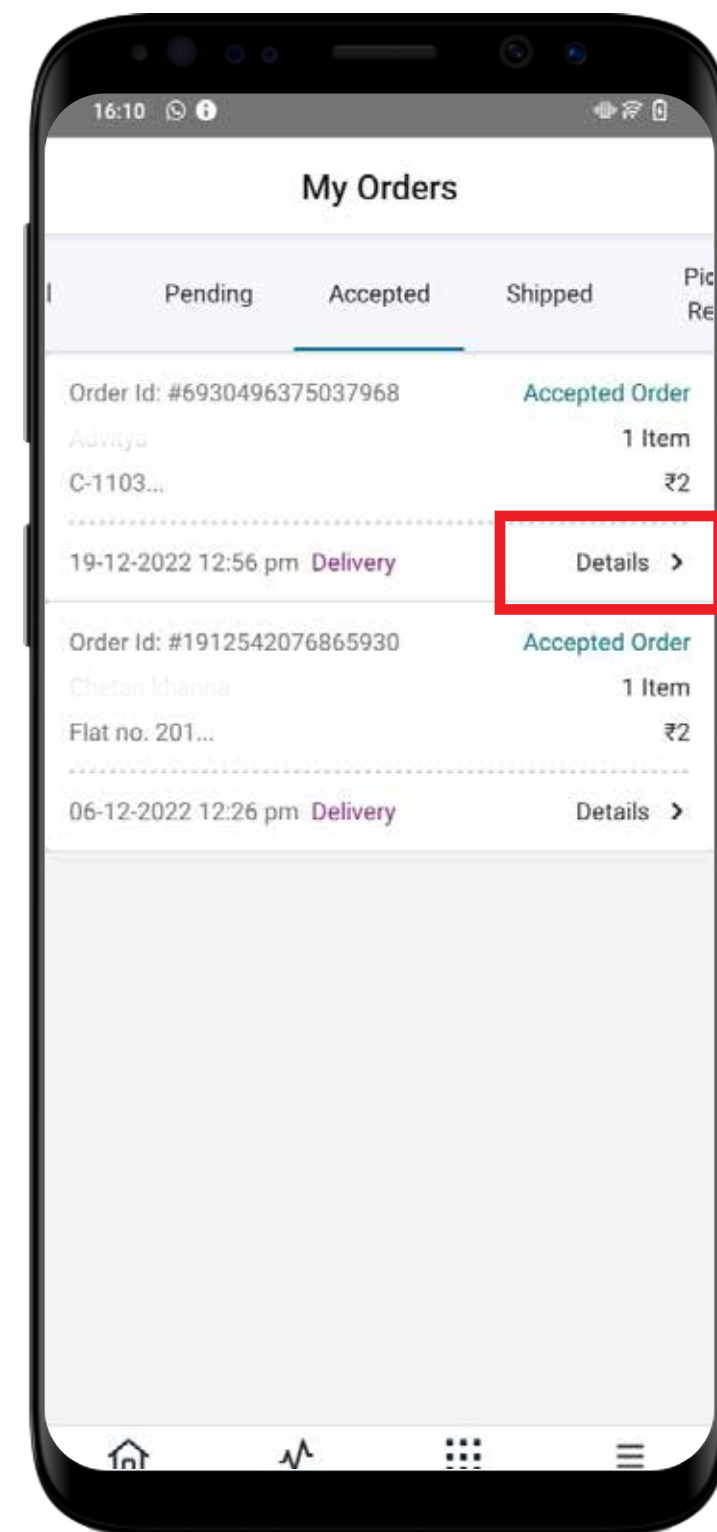
You have successfully set up your Shiprocket account and recharged your wallet!



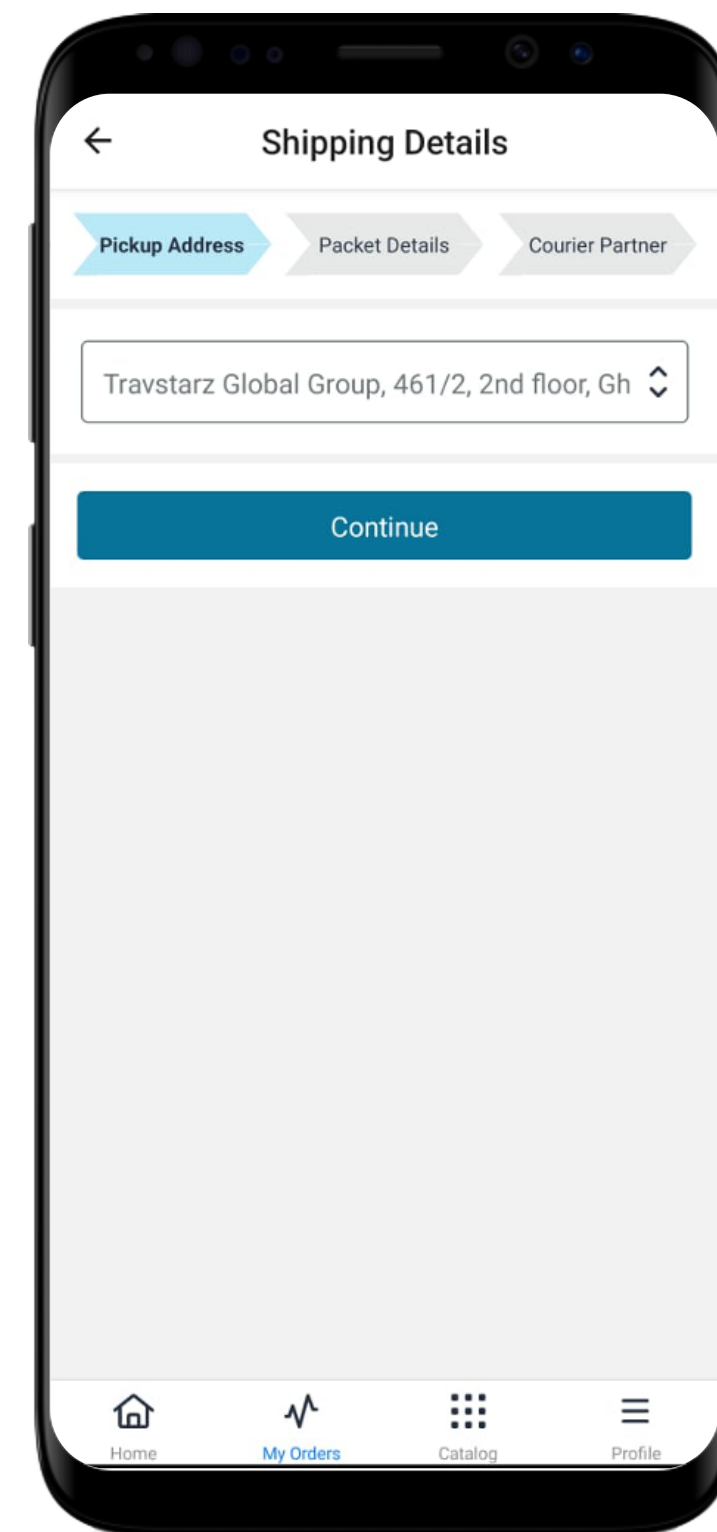
How to deliver an order with Shiprocket?



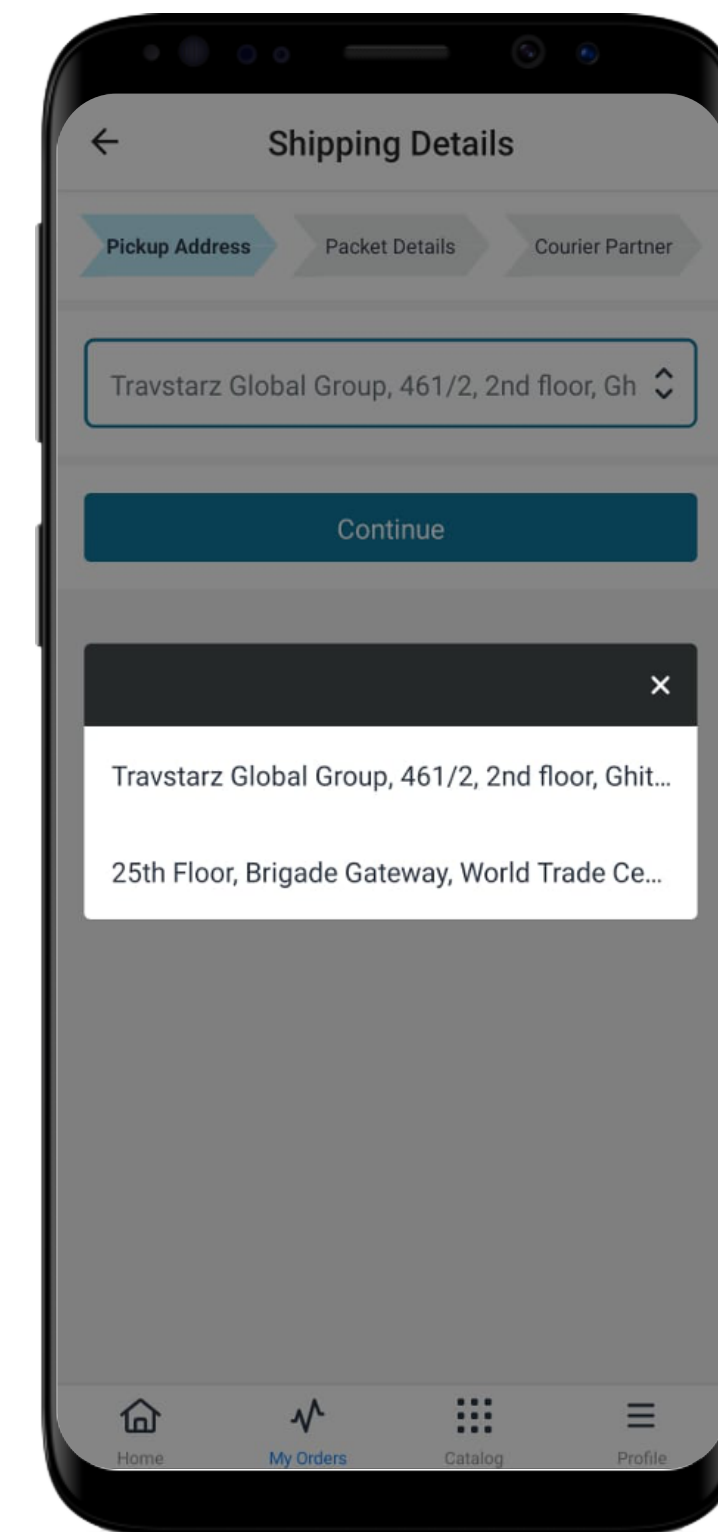
1. Go to the 'My Orders' page on your SmartBiz account



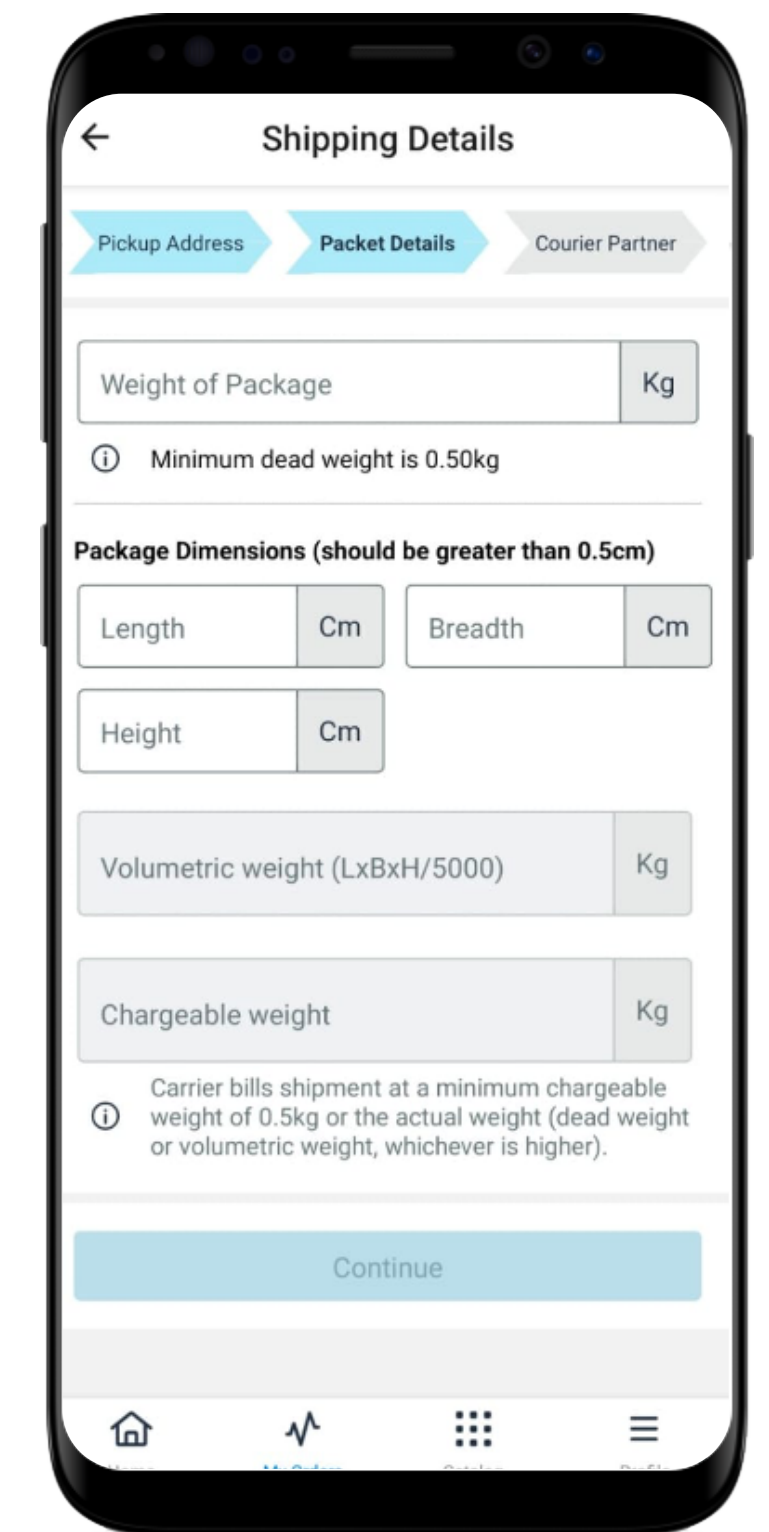
2. Click on accepted orders to initiate shipment process



3. To ship using Shiprocket, select the delivery option 'Courier Partner'

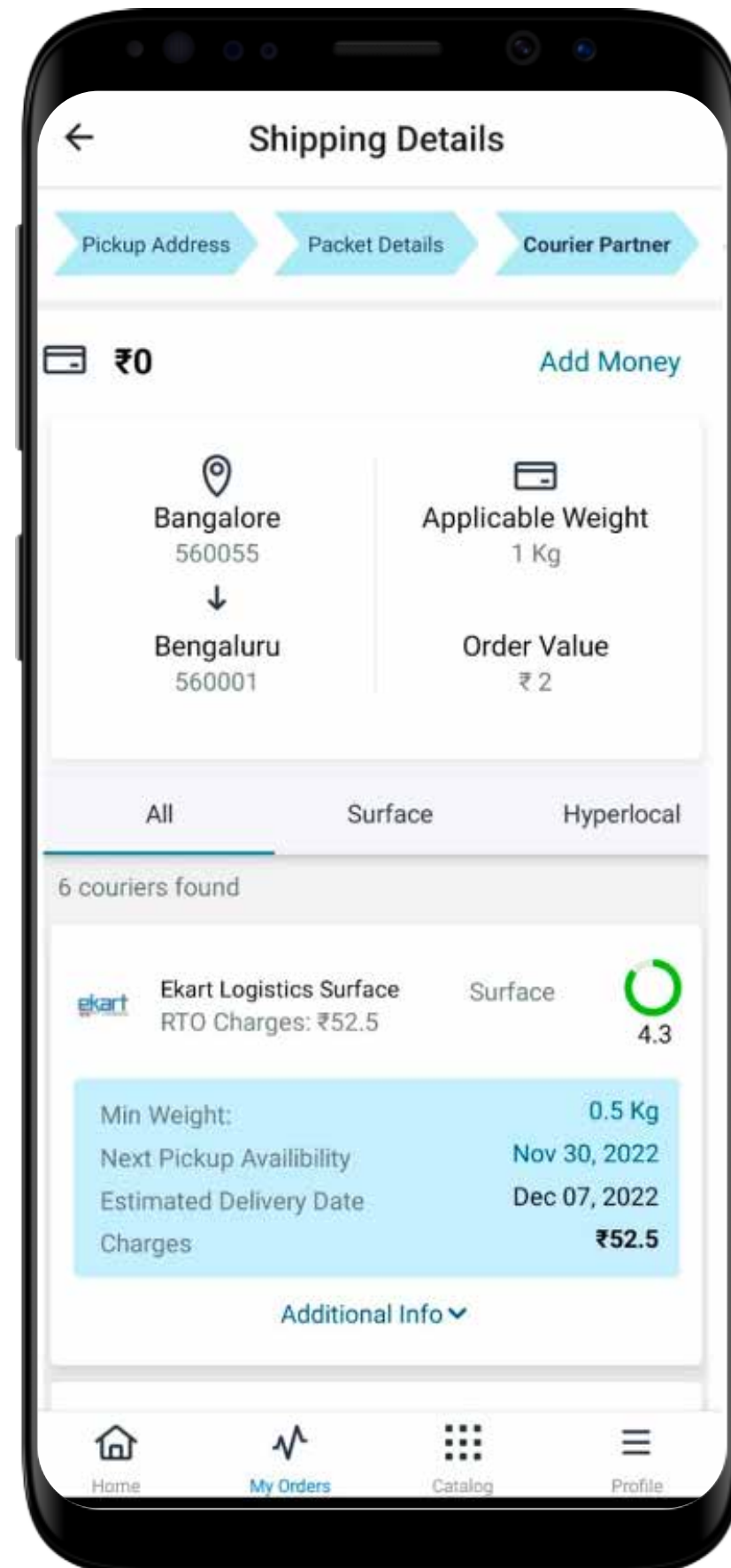


4. Select your **pick-up location** from your saved addresses or add a new pick-up address on www.shiprocket.in. **Confirm and save your address**



5. Enter the **weight of the package and its dimensions** in cm to check shipment prices. Click on '**Continue**'

How to deliver an order with Shiprocket?

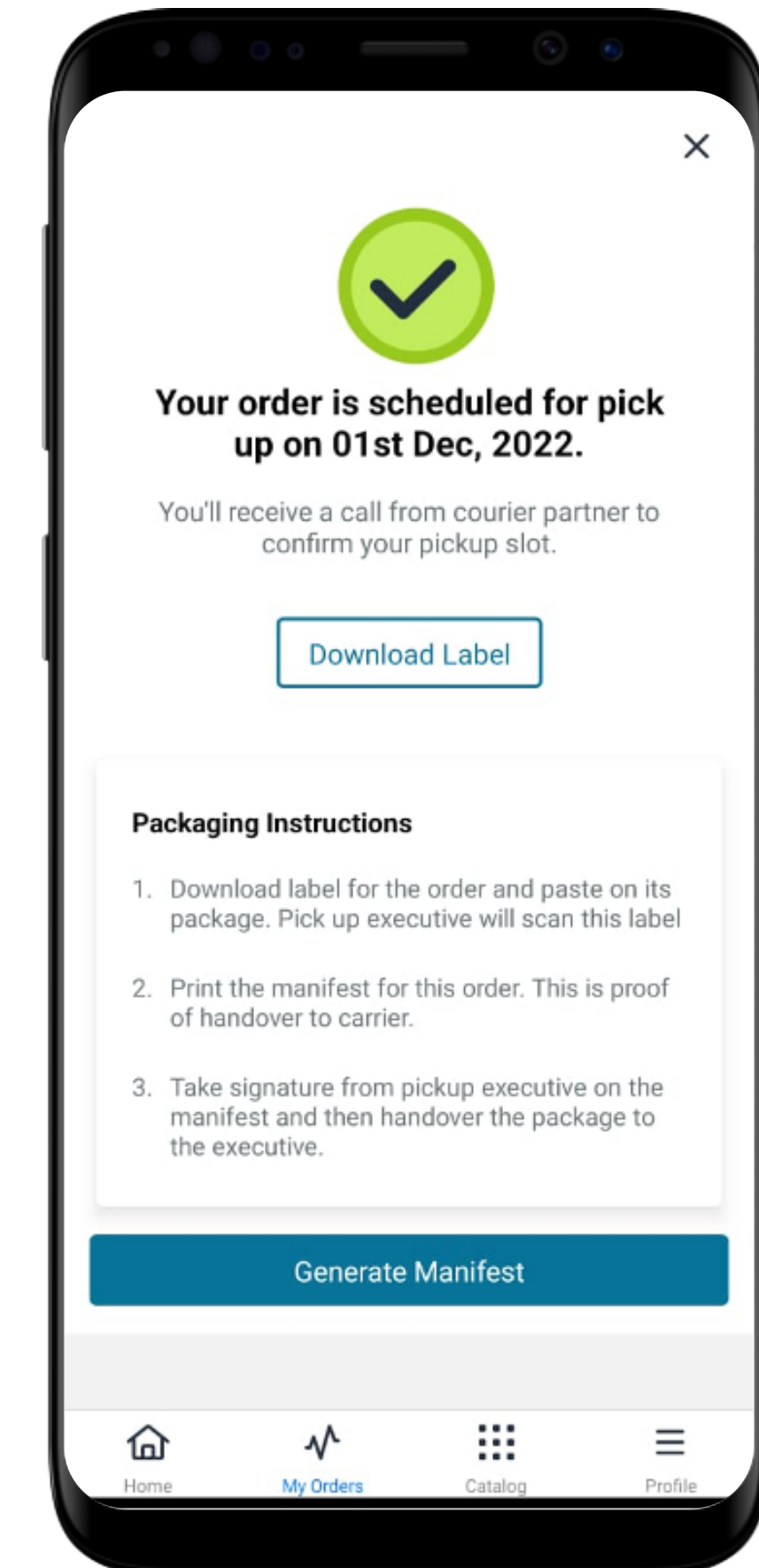


6. Once you enter the dimensions and weight, you will see **multiple courier options**.

7. You can **check details for the courier partner** like their rating, delivery timelines, shipping cost and choose your preferred option.

8. Check if there is **sufficient balance** in your Shiprocket wallet and complete your booking.

9. Ensure you have **downloaded labels** for the order and pasted them on the package before handing it over. You can generate a shipping manifest as well from this screen.

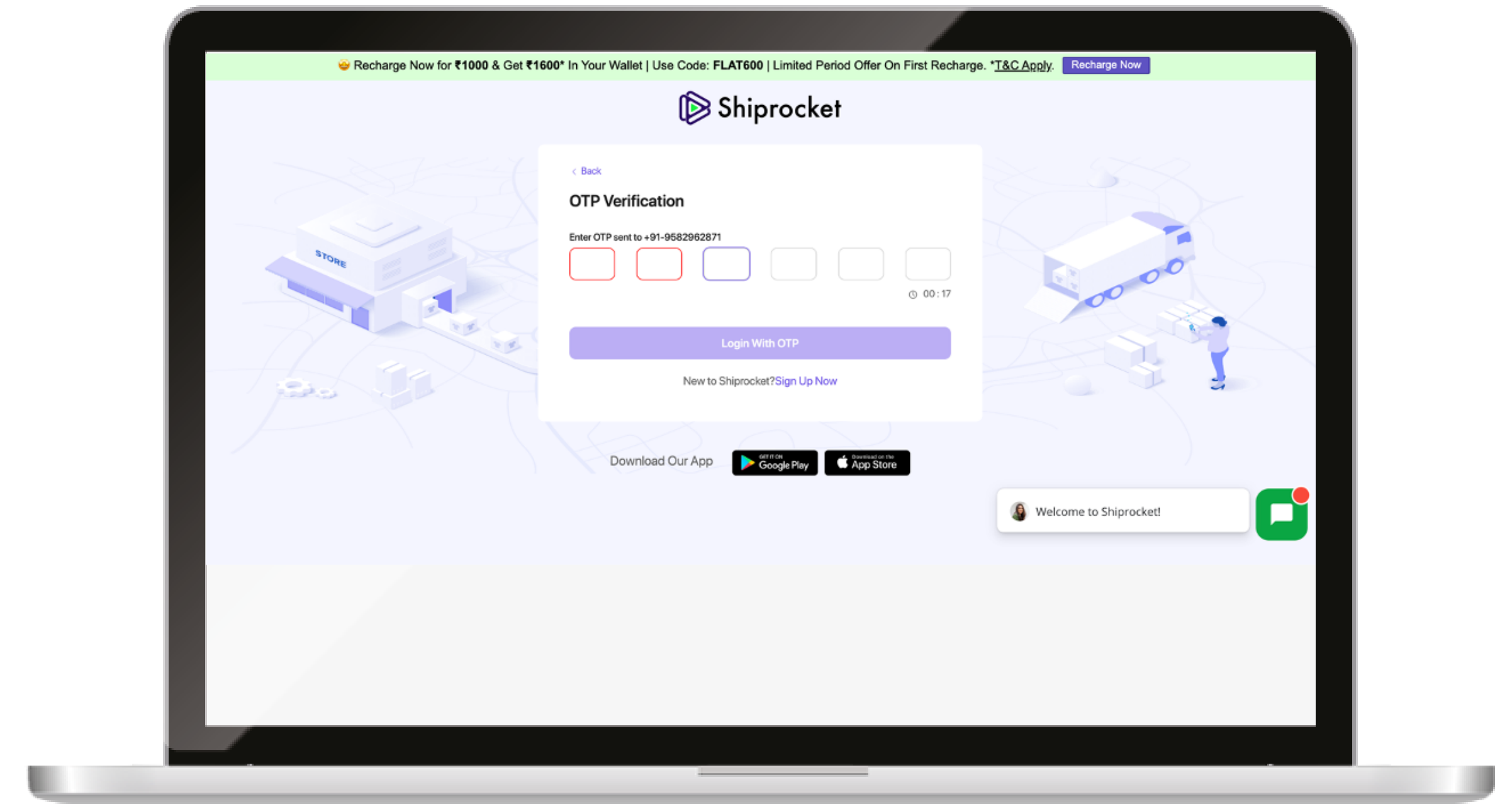
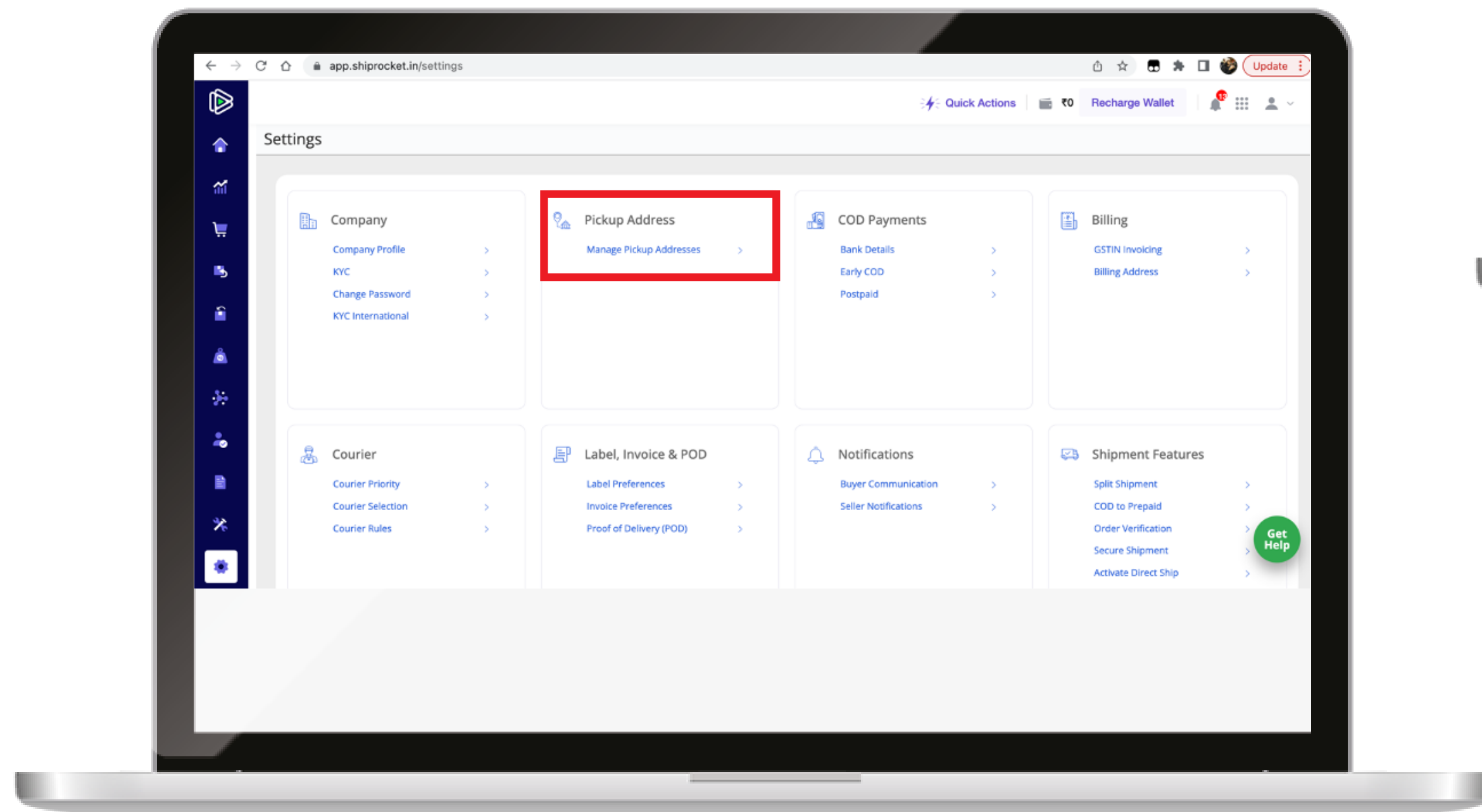


Note: Shiprocket is a pre-paid delivery service. Ensure you always keep your wallet topped up.

How to add a new pickup address for your Shiprocket account?

1. For shipment pickup, there is an option to add **multiple pick up addresses** in a dropdown.

This is not available in the SmartBiz app and you need to use the **Shiprocket site** to update this.



2. Go to www.shiprocket.in and click 'login'

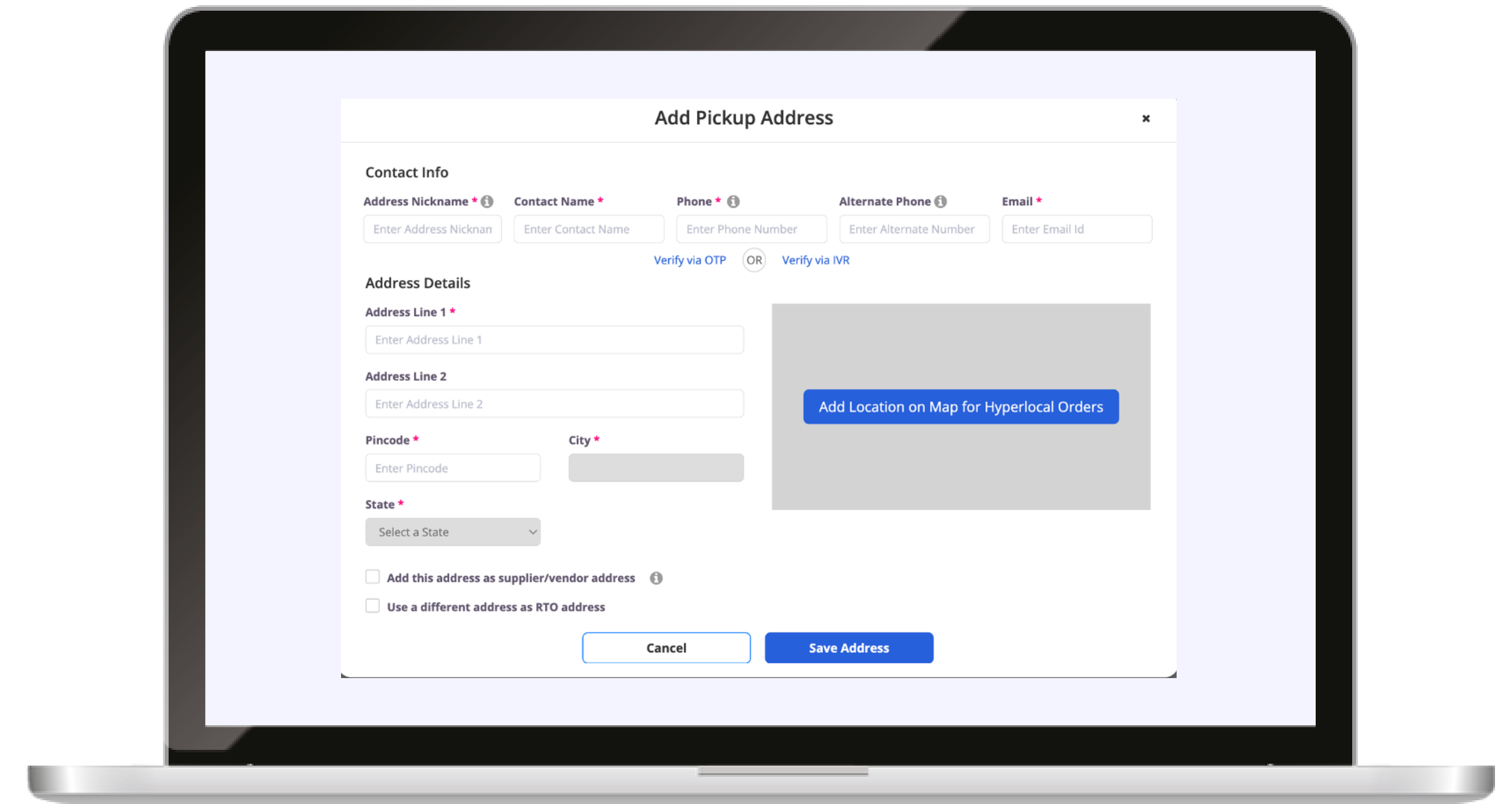
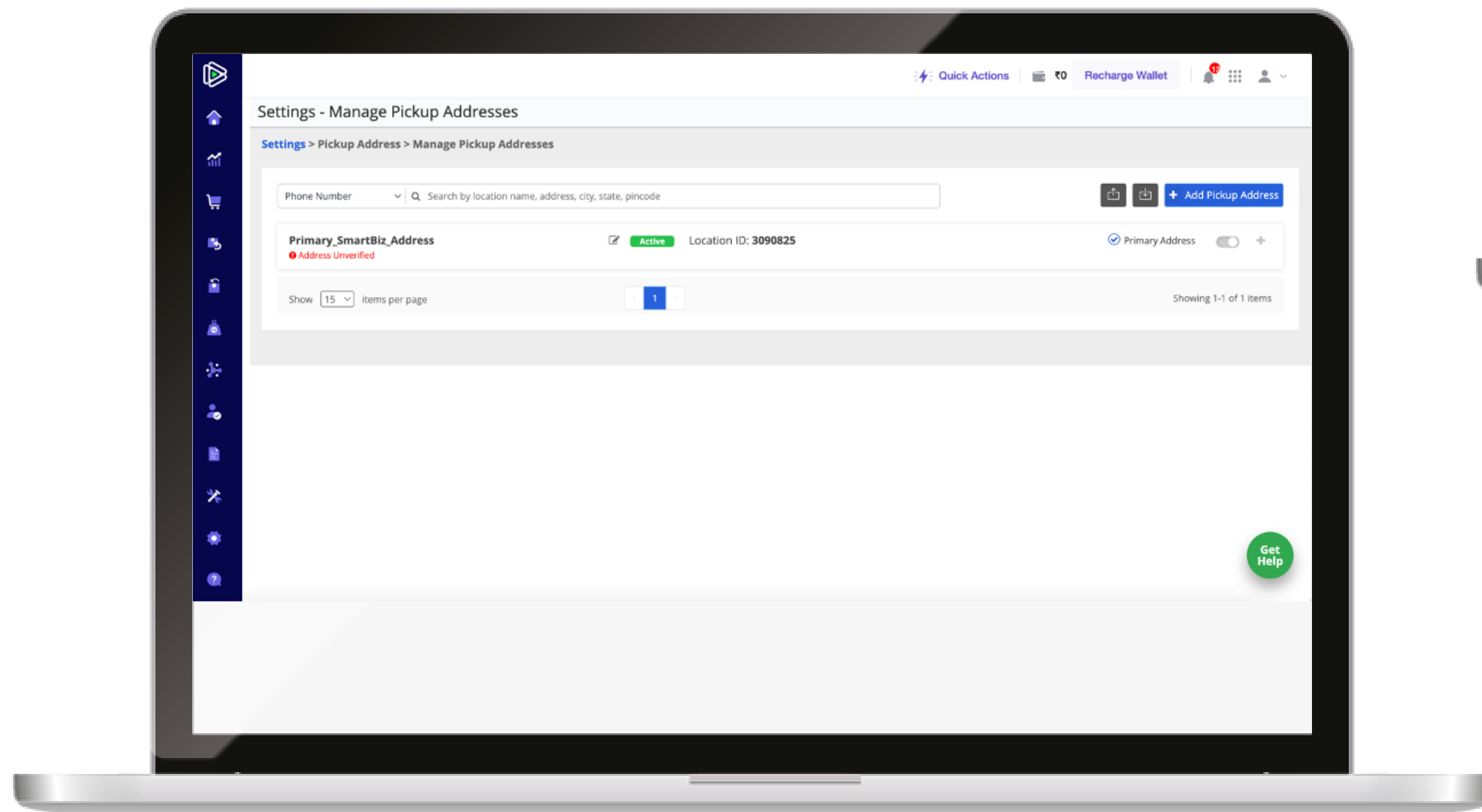
3. Login to your Shiprocket account using your **phone number** and **OTP**.

4. Then go to your '**settings**' page and click on '**manage pickup addresses**' under the '**pickup address**' tab.

How to add a new pickup address for your Shiprocket account?

5. On this page, click on 'add pickup address' and add your new address.

6. Once you have updated the new address, verify using **OTP** or **IVR**.



7. Update the OTP and click '**Save Address**' to add the new pickup address.

8. Now go back to the SmartBiz app and you will see the new address in the drop down for '**pickup address**'.

**How to promote
your website among
customers?**

Promote your website on different channels

You are now ready to start sharing your website with existing and potential customers. Use the following mediums to start promoting your website



Social media

Update your social media handles with your website link and redirect customers reaching out on DMs to order directly on your website



Emails & messages

Send an email/SMS to your existing customers and nudge them to explore your newly created website



Packaging updates

Include your website link or QR code either on your package or as a card/poster along with your package



In-store banners (if applicable)

If you have a physical store, you can put up posters/danglers in your physical store with your website's QR code



Chats/ Instant messaging broadcasts

Use inbuilt Whatsapp campaign on SmartBiz to broadcast communication with customers and reach out to people in your contacts

How to promote your website among customers

Learn about:

- **How to share your SmartBiz store link with customers**
- **How to share your website with customers on social media?**
- **How to reach your customers on Whatsapp using SmartBiz?**
 - How do I add the customers I want to send promotional messages to on WhatsApp?
 - How do I create and send a message to selected customers on WhatsApp?
 - How do I review my previous marketing campaigns?

77

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69

61

69

74

**How do I set up a
marketing campaign and
share it with customers on
Whatsapp?**

How do I set up Marketing campaigns on WhatsApp?

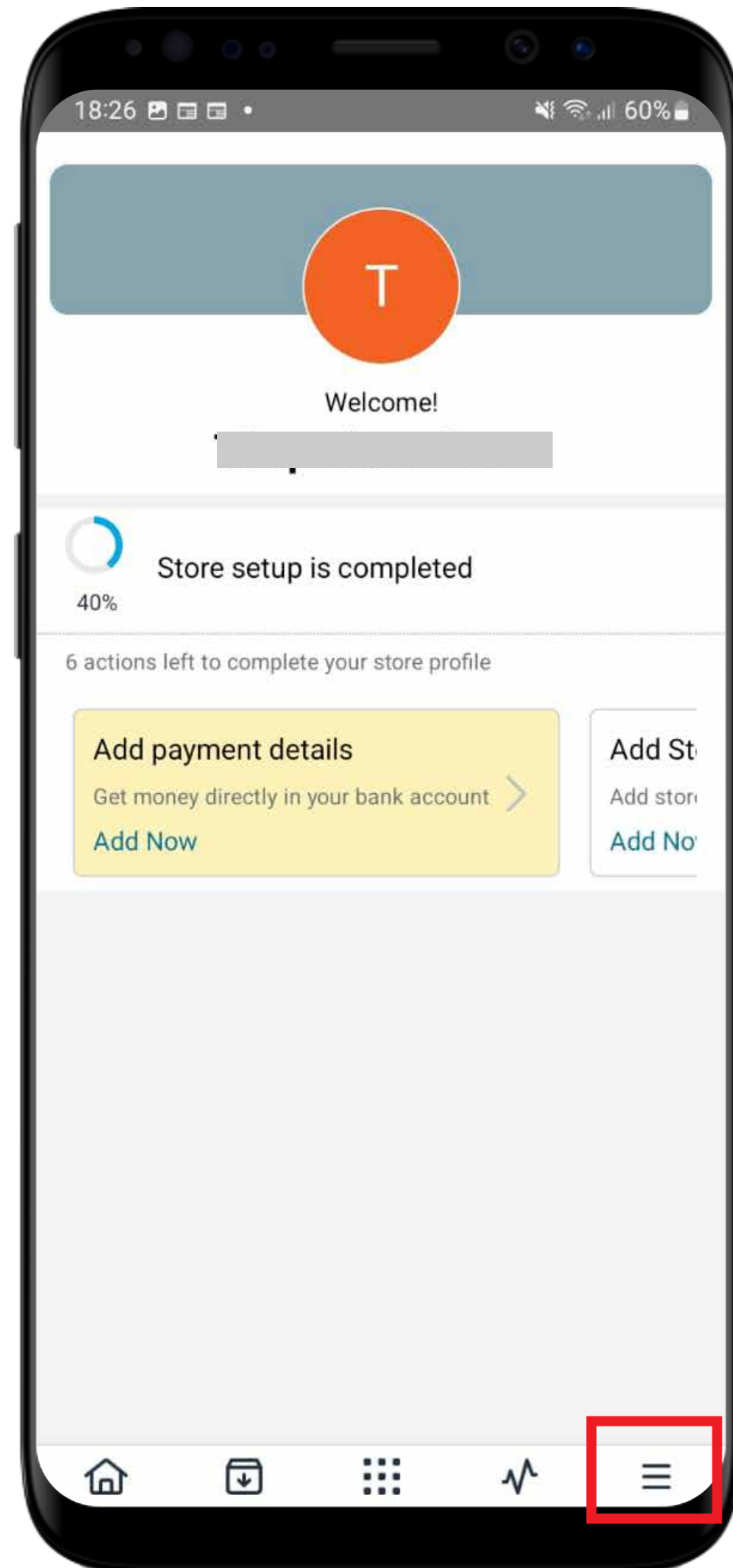
Learn about:

- How do I add the customers I want to send promotional messages to on WhatsApp? **61**
- How do I create and send a message to selected customers on WhatsApp? **69**
- How do I review my previous marketing campaigns? **74**



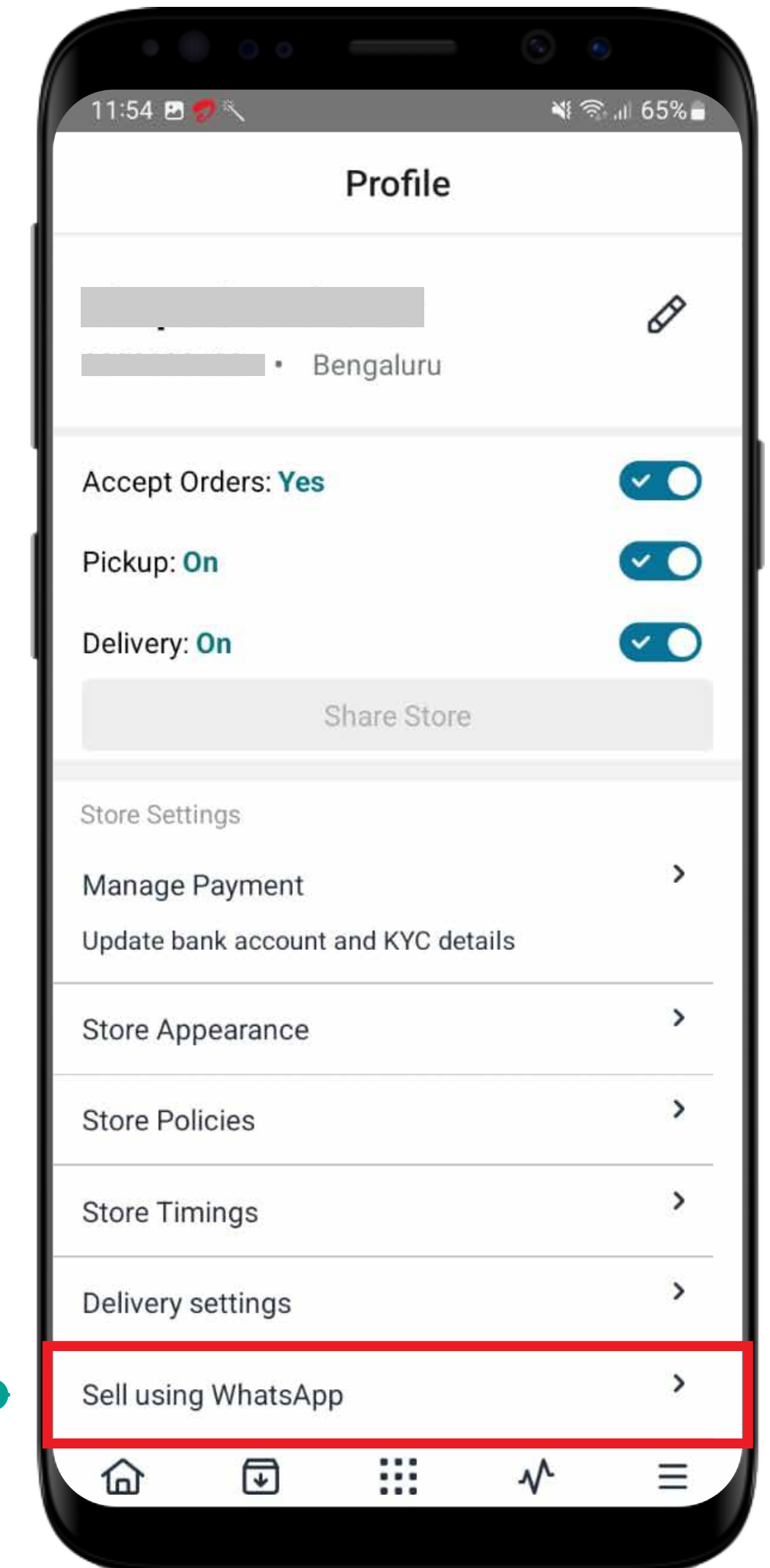
Smart Biz provides you with 100 free message credits to send promotional messages to your customers every month

How do I add customers contact details?

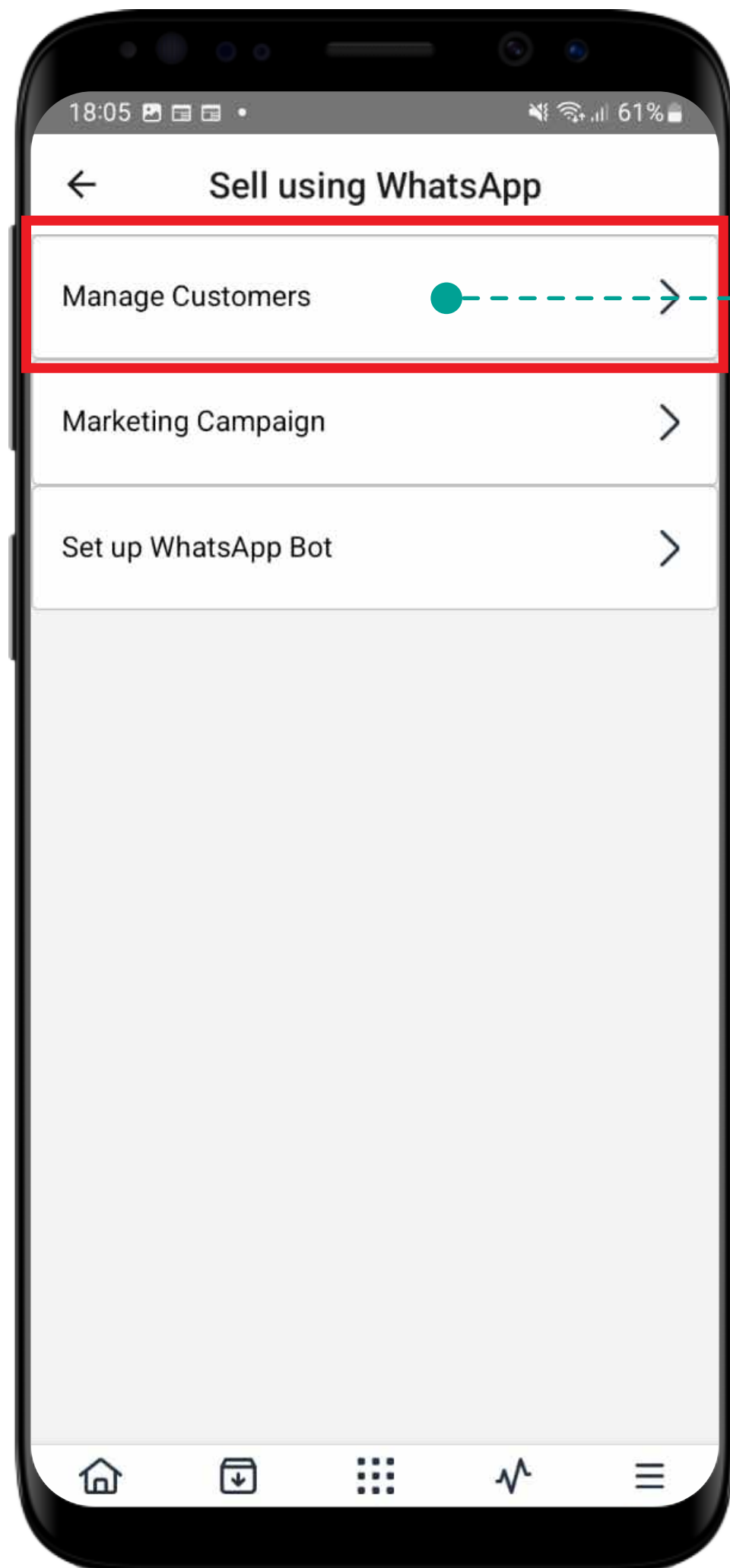


Before you can send a message to customers on Whatsapp, you will need to add their contact details on Smartbiz.

- Go to **My Profile** tab on your home page and click on **Sell using Whatsapp**.

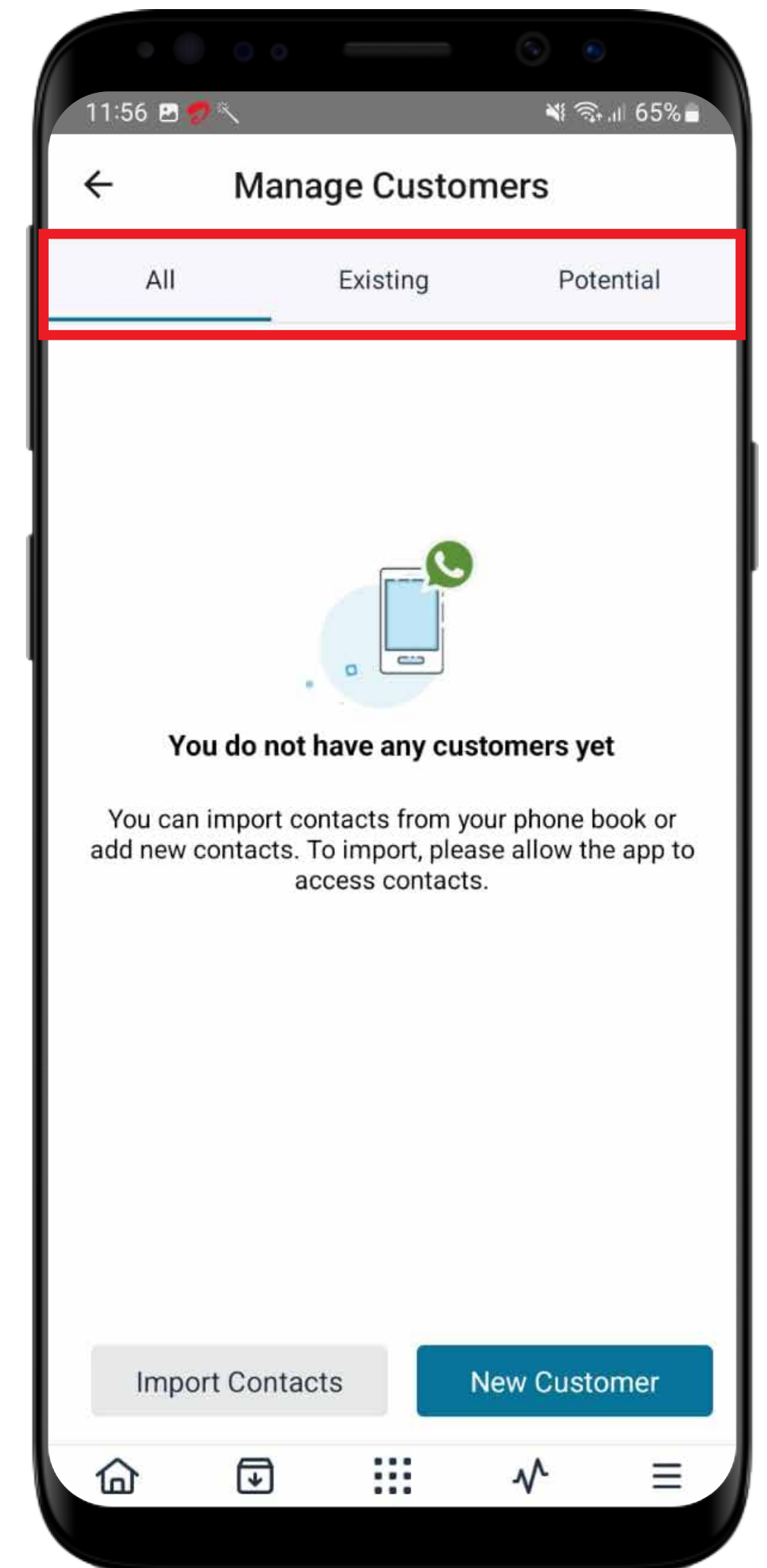


How do I add customers contact details?

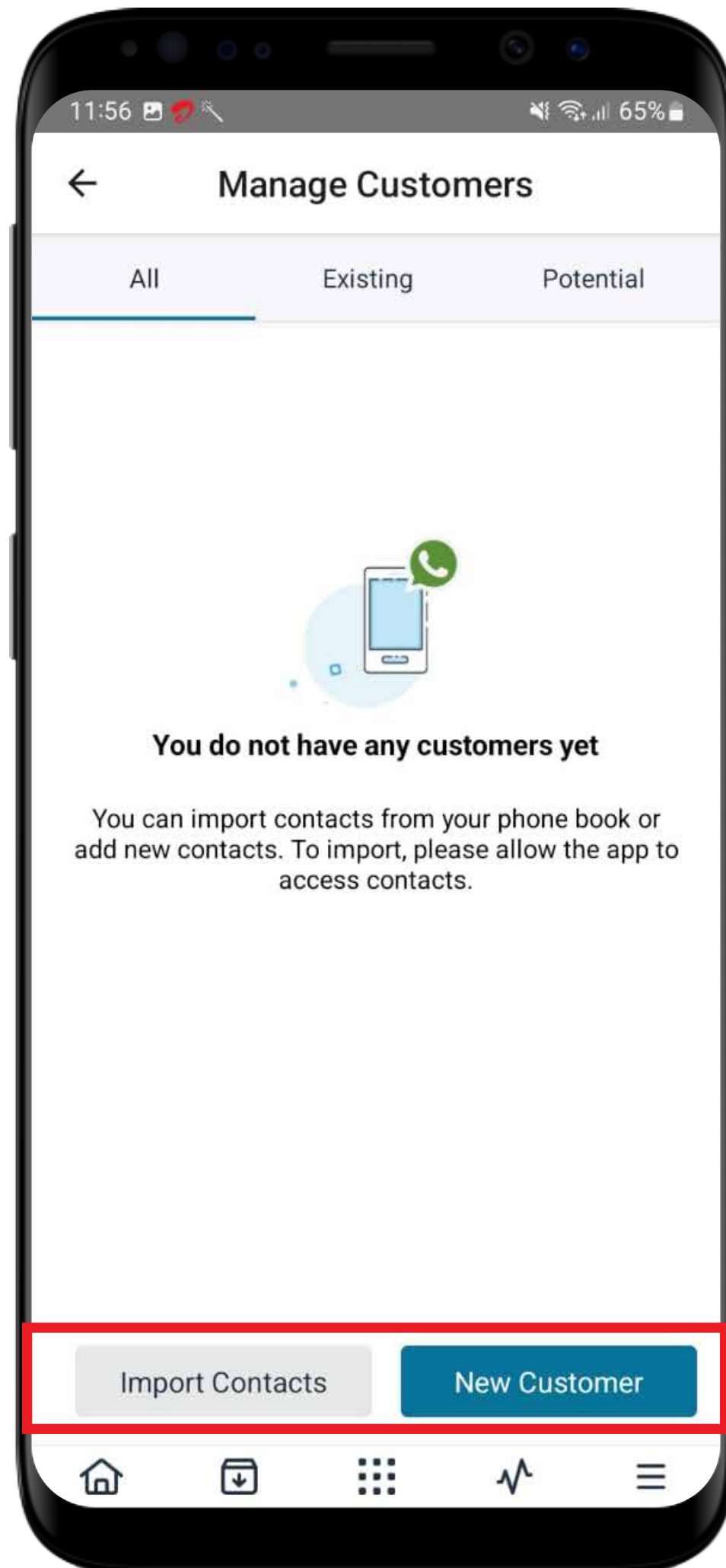


○ Click on 'Manage Customers'. Here, you will be able to build a repository of all your customer contacts by adding their basic details. In this database, the contacts added will be organized in 3 tabs:

- **Potential Tab** – You will see contacts of all potential customers, who have not placed any order with the storefront yet. You can build this list by adding contacts 1x1 or by importing them in bulk from your phone book.
- **Existing Tab** – You will see contacts of all existing customers who have placed an order with you on your online website. This tab will keep getting populated as more and more people shop from you.
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How do I add customers contact details?

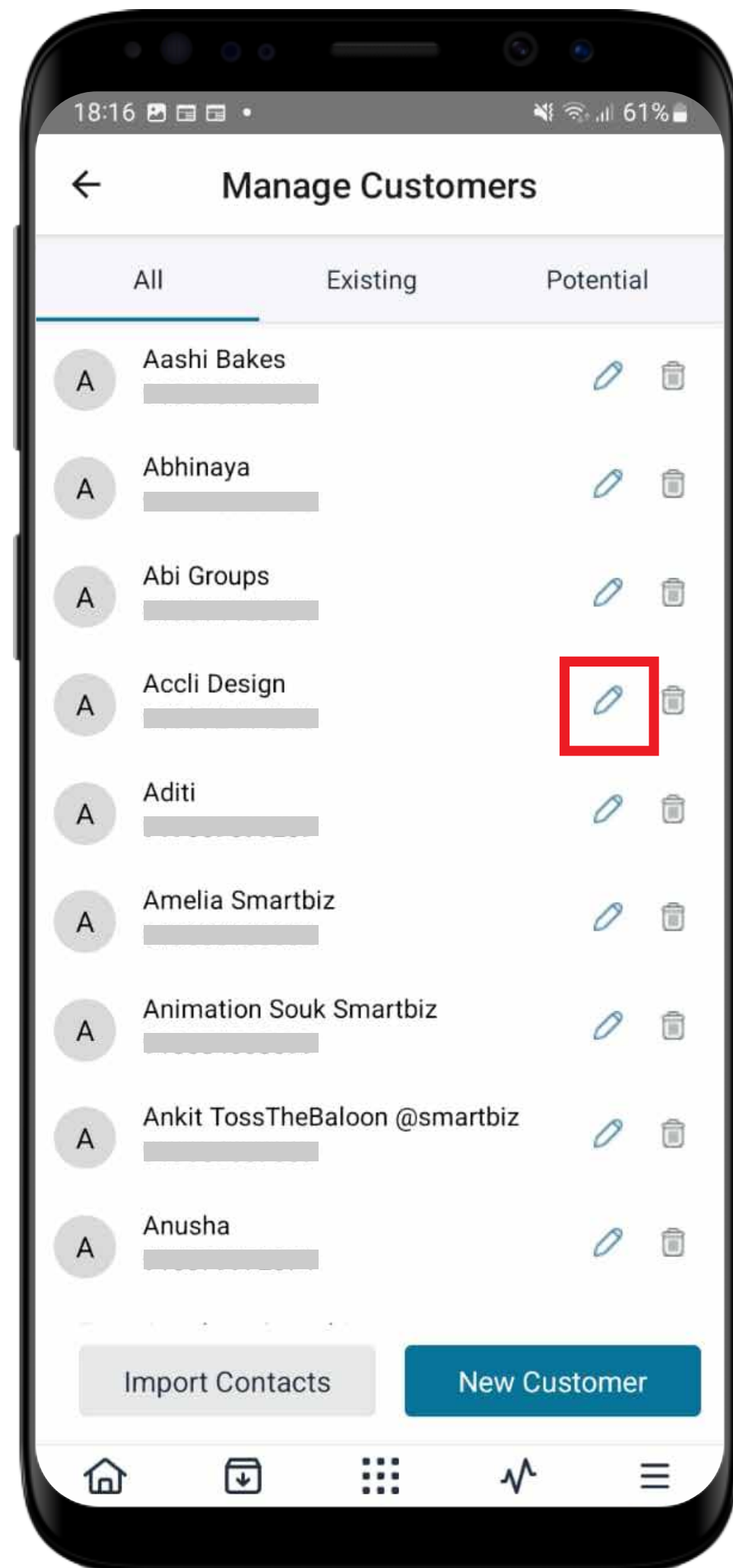


To set up marketing campaigns, you will first need to add contacts to build your customer data base.

You can either add a new contact manually or import contacts from your phone.

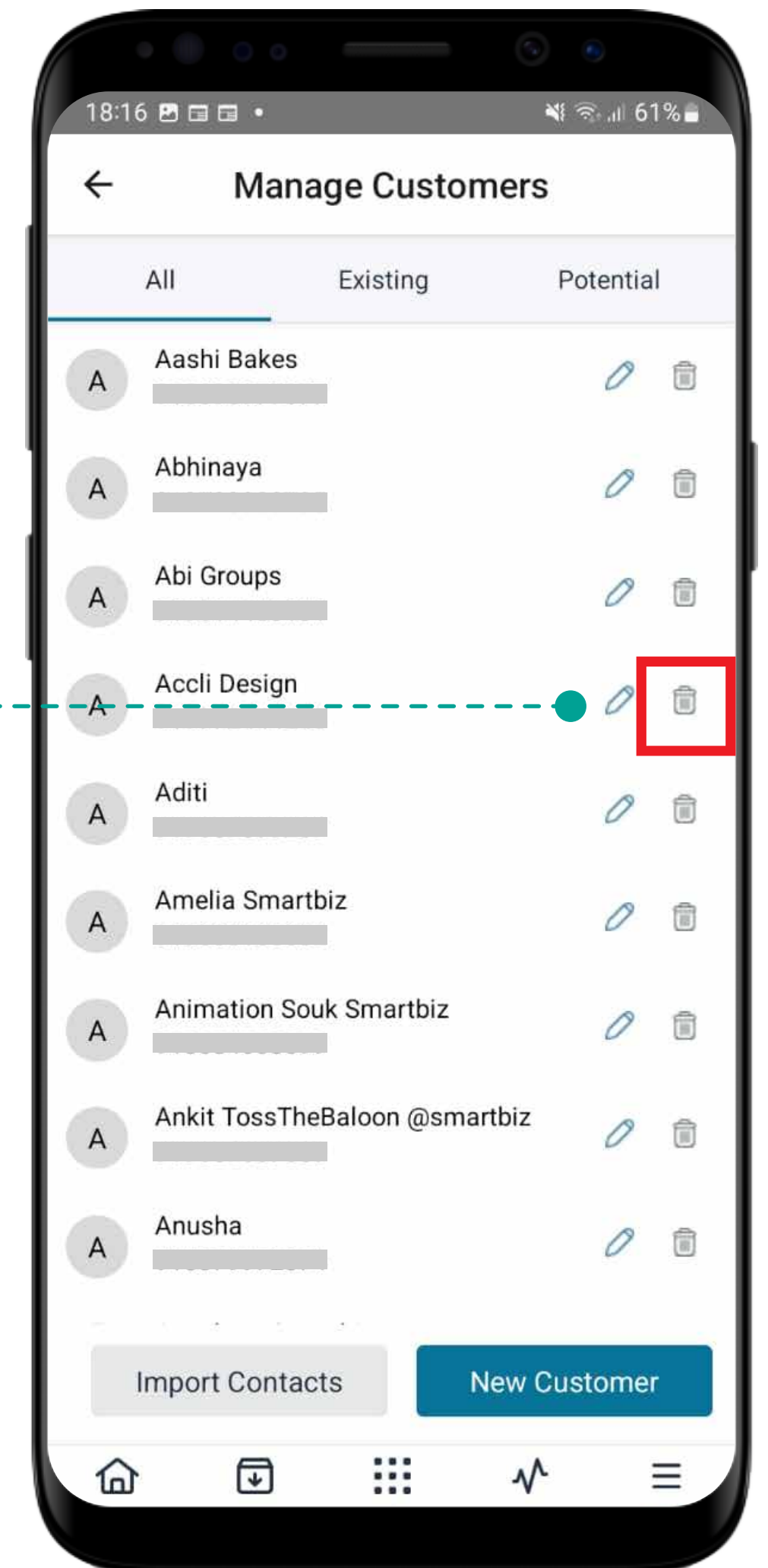


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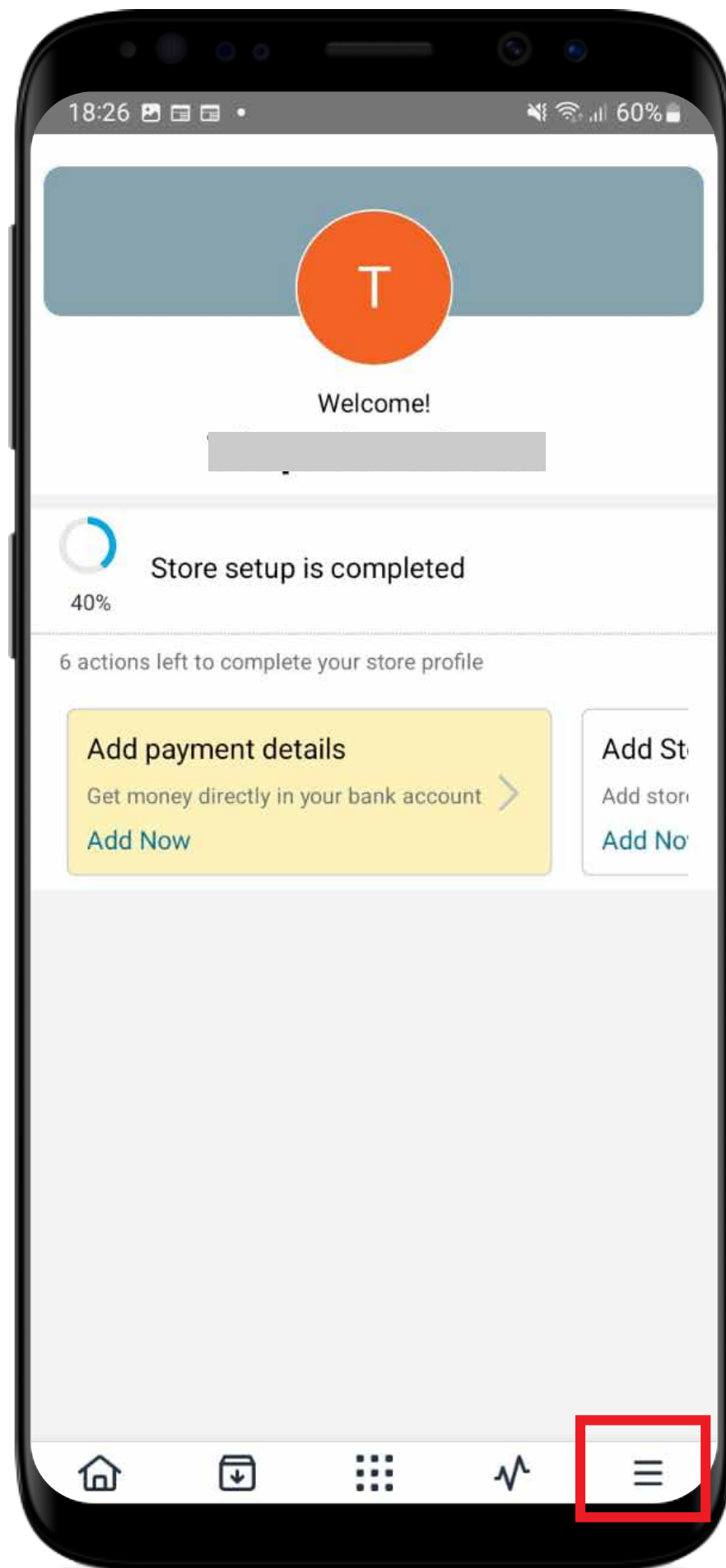


Once this is done, you can edit customer's details by clicking on the edit option and making changes.

If you want to delete a customer contact, click on the delete icon. You will be prompted to confirm that you want to delete the contact. Select 'Yes'

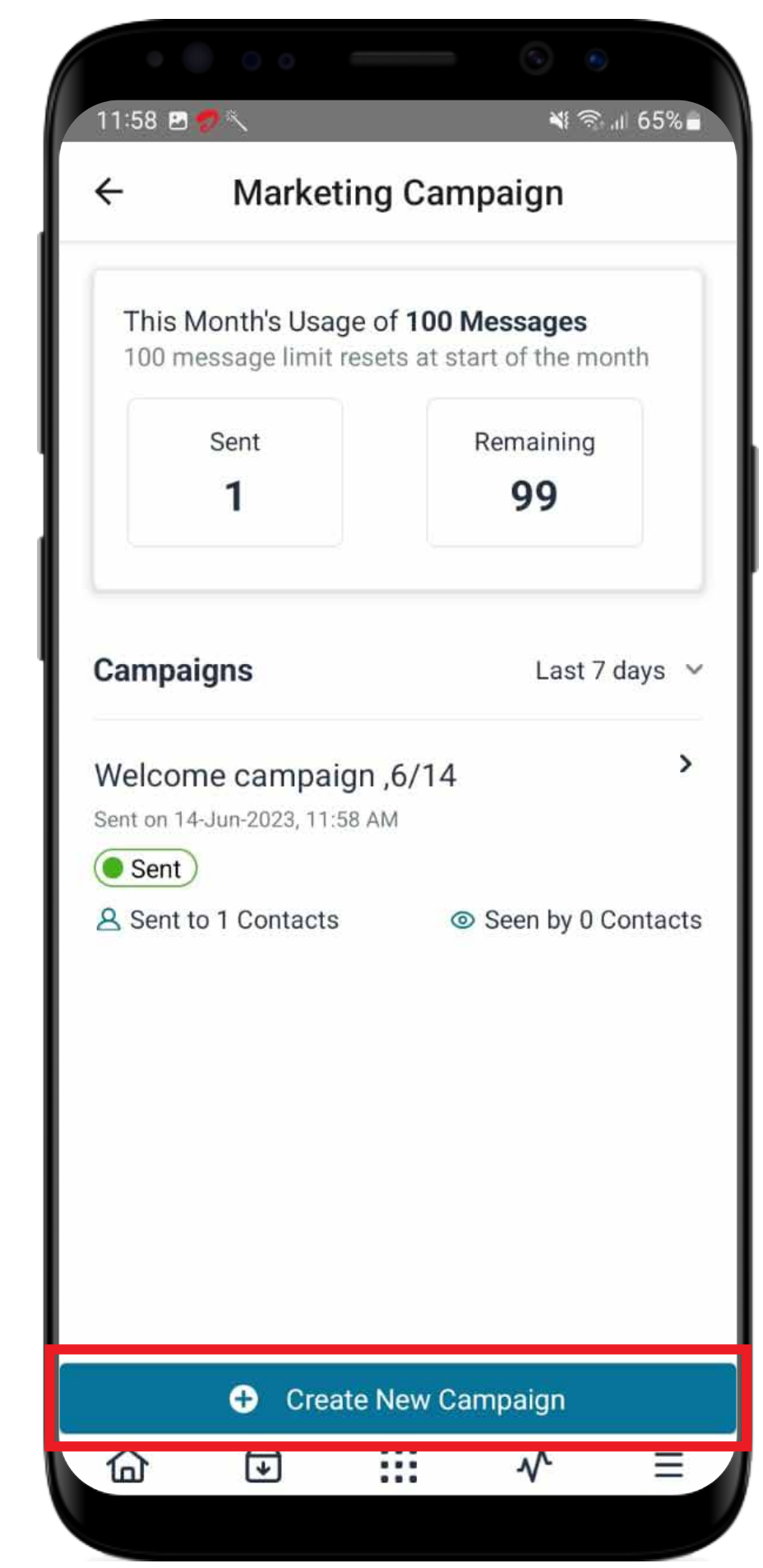
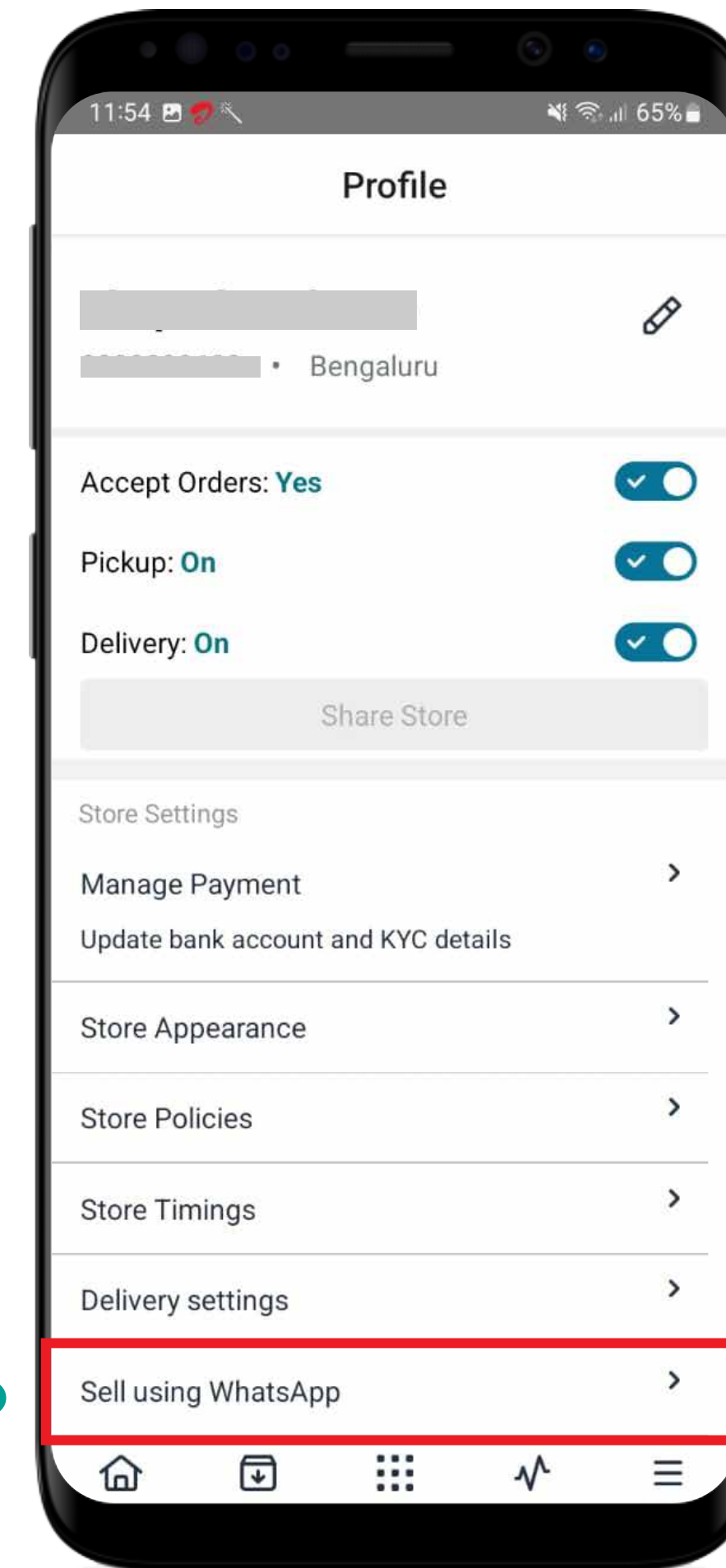


How do I set up a marketing campaigns on Whatsapp?

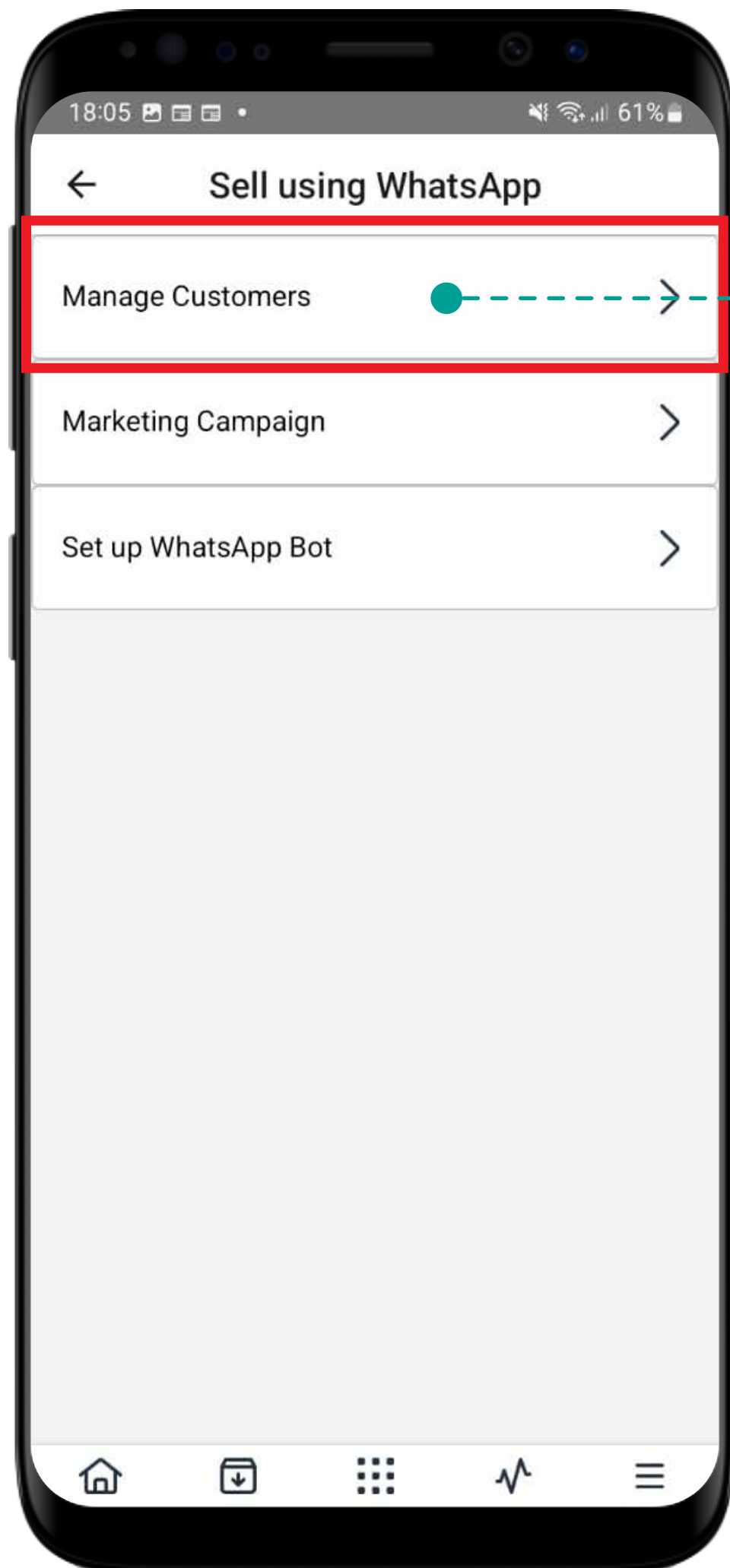


Go to **My Profile** tab on your home page and click on **Sell using Whatsapp**.

Next, click on **Set up Marketing Campaign** and then click on **Create new campaign**.

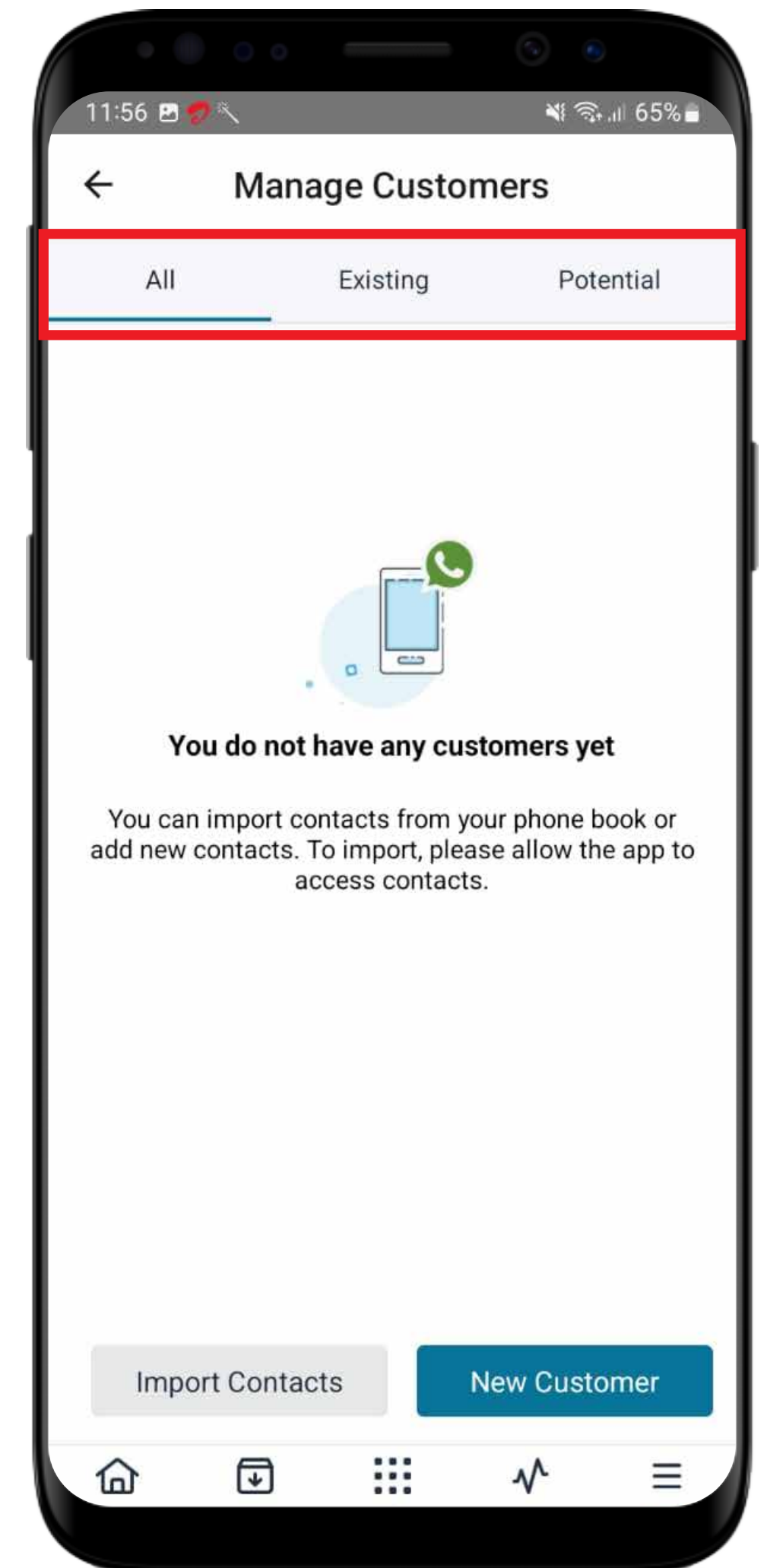


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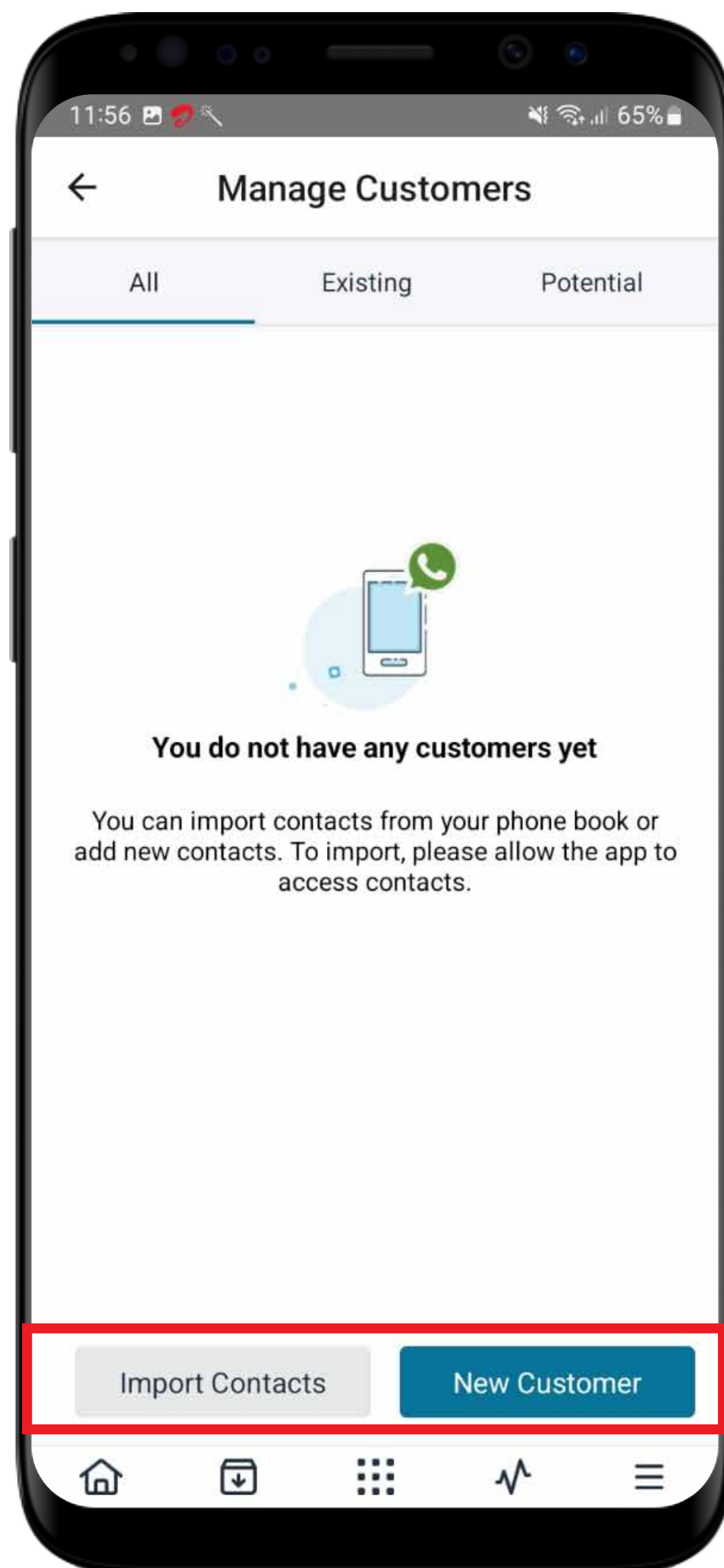


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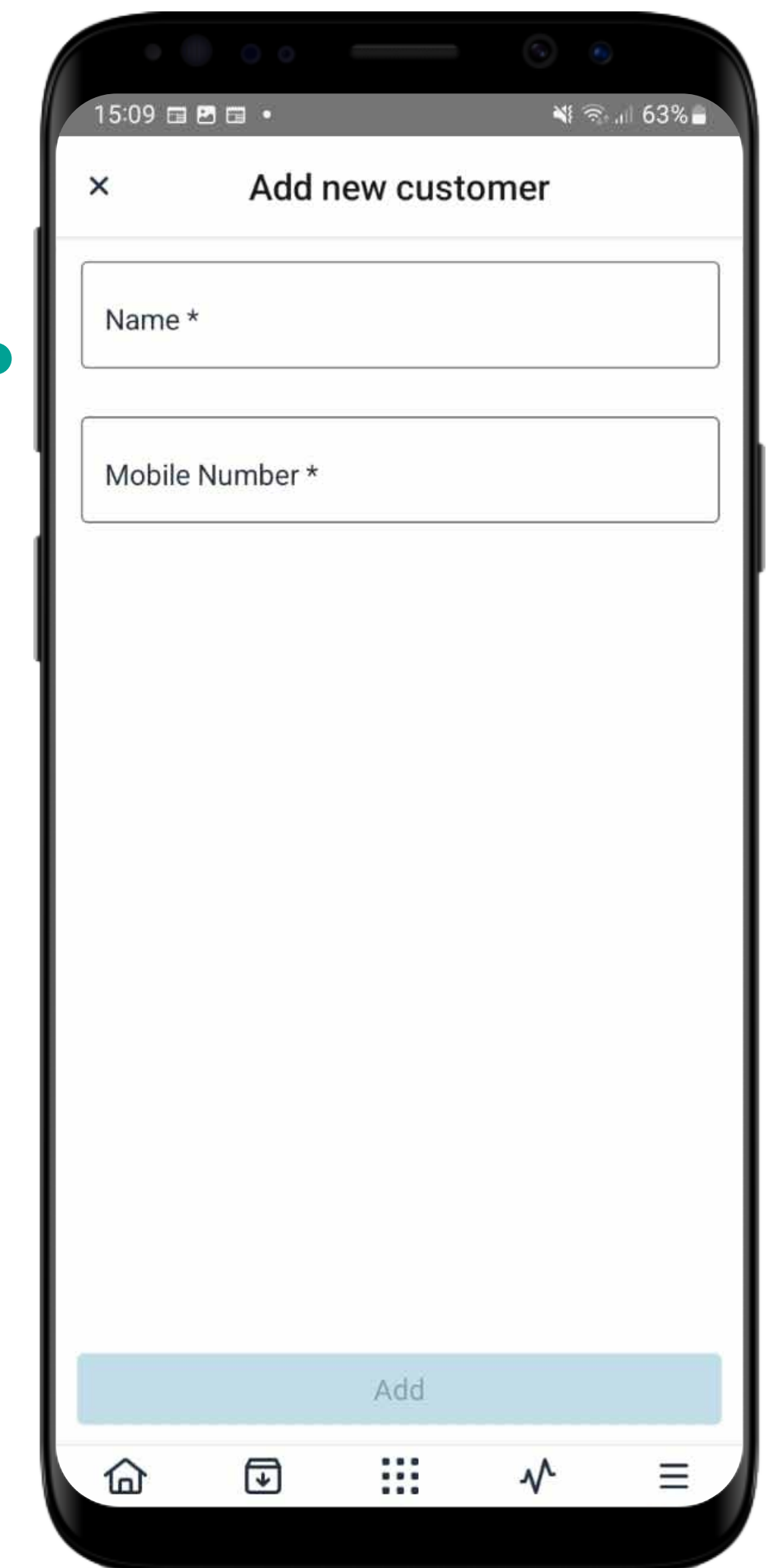


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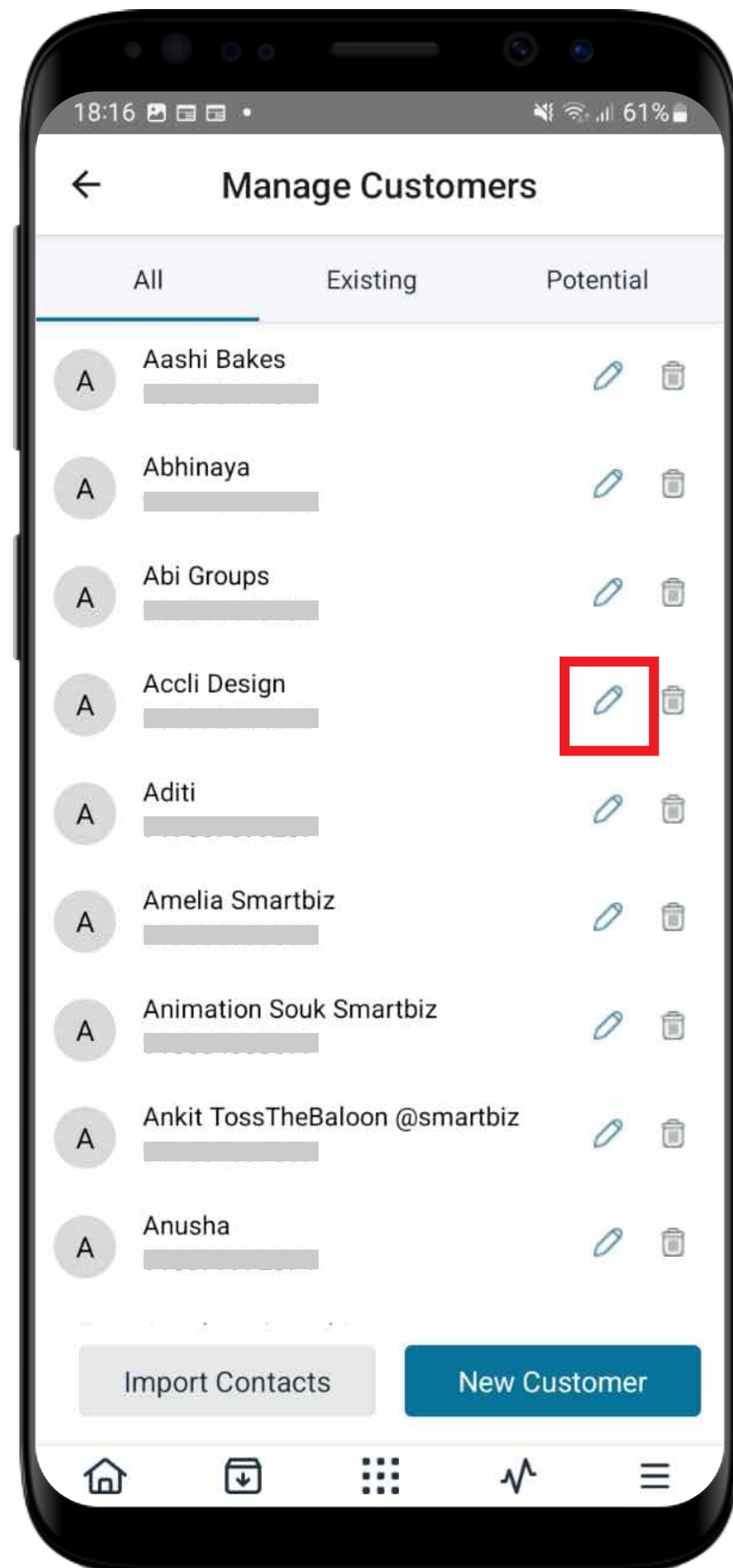


To set up marketing campaigns, you will first need to add contacts to build your customer data base.

You can either add a new contact manually or import contacts from your phone.

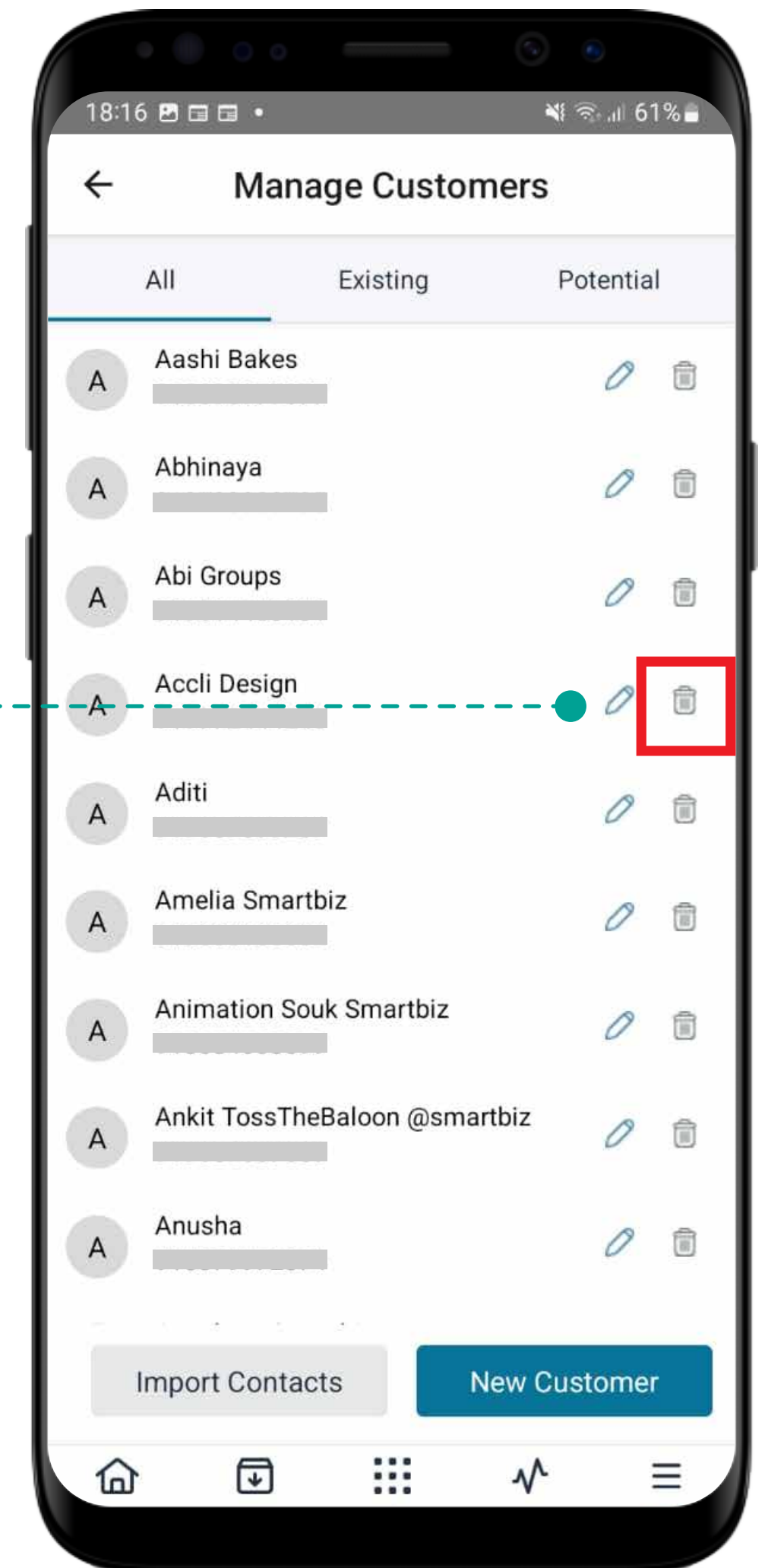


How do I add customers contact details?

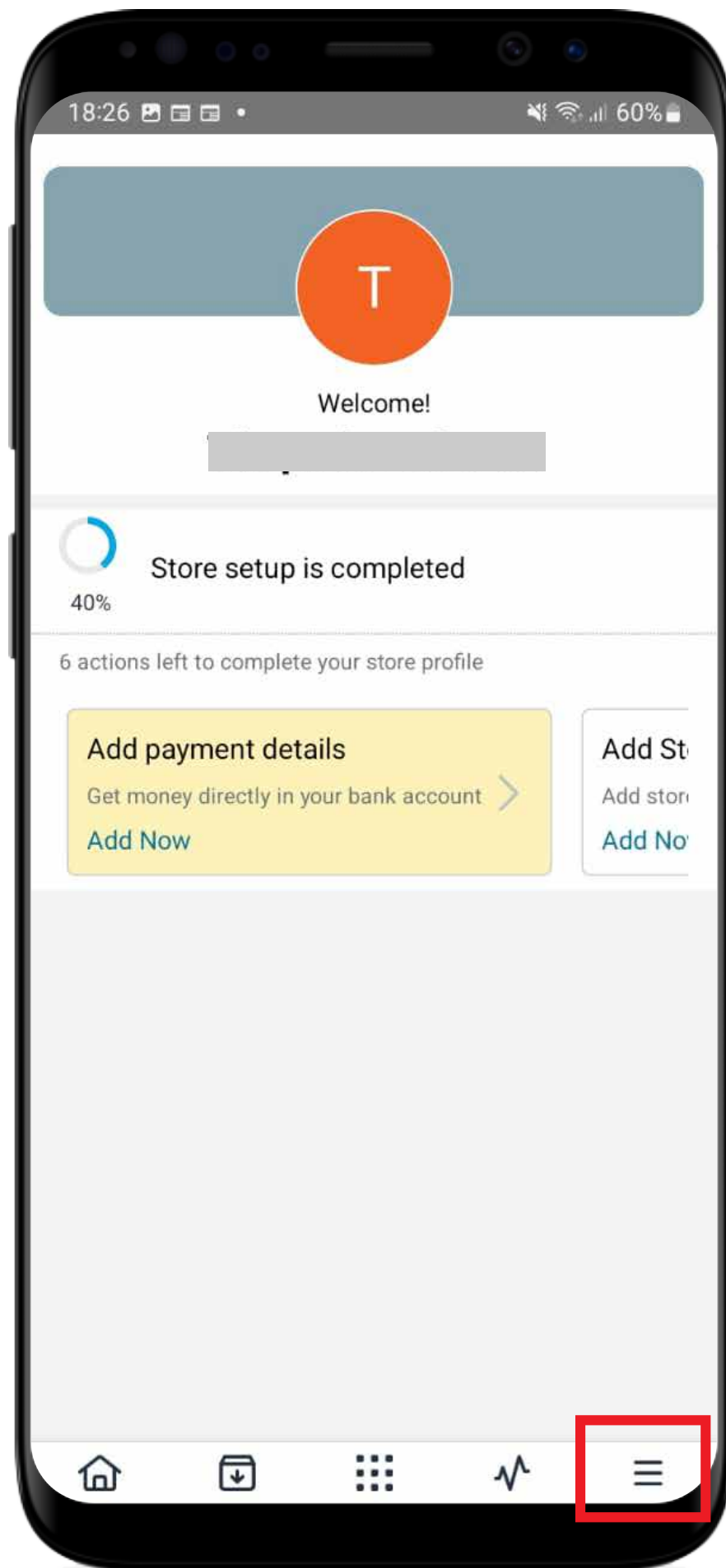


Once this is done, you can edit customer's details by clicking on the edit option and making changes.

If you want to delete a customer contact, click on the delete icon. You will be prompted to confirm that you want to delete the contact. Select 'Yes'

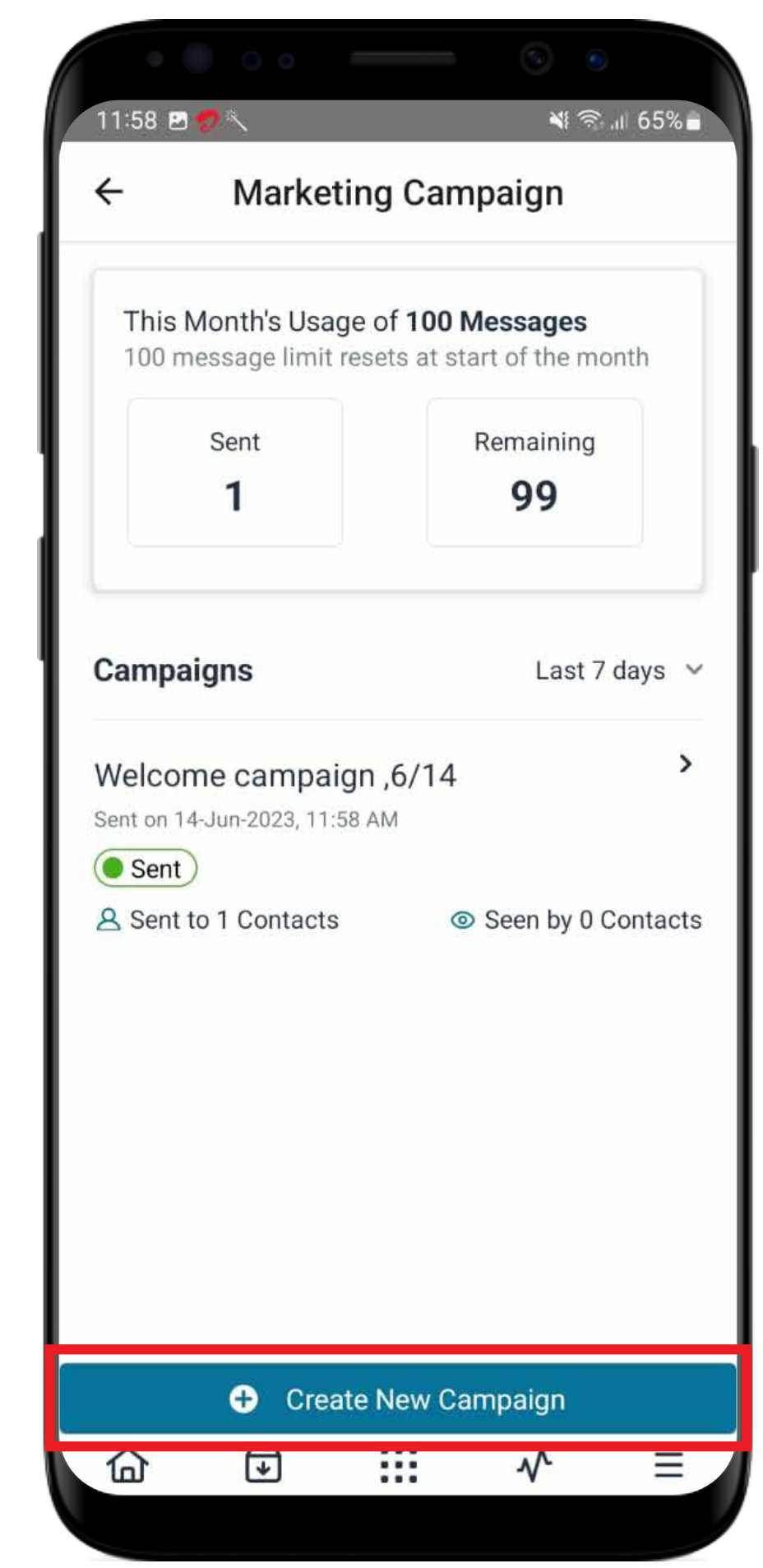
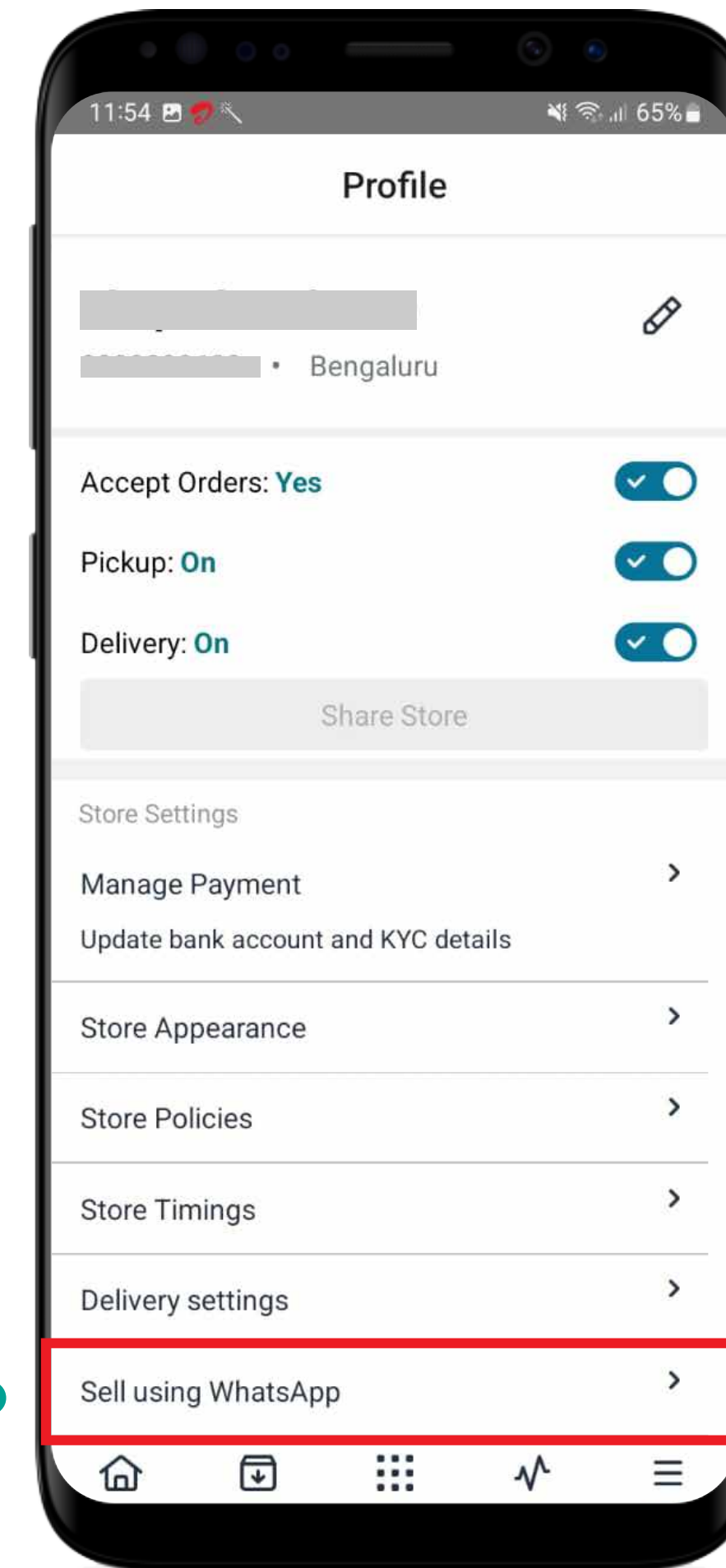


How do I set up a marketing campaigns on Whatsapp?

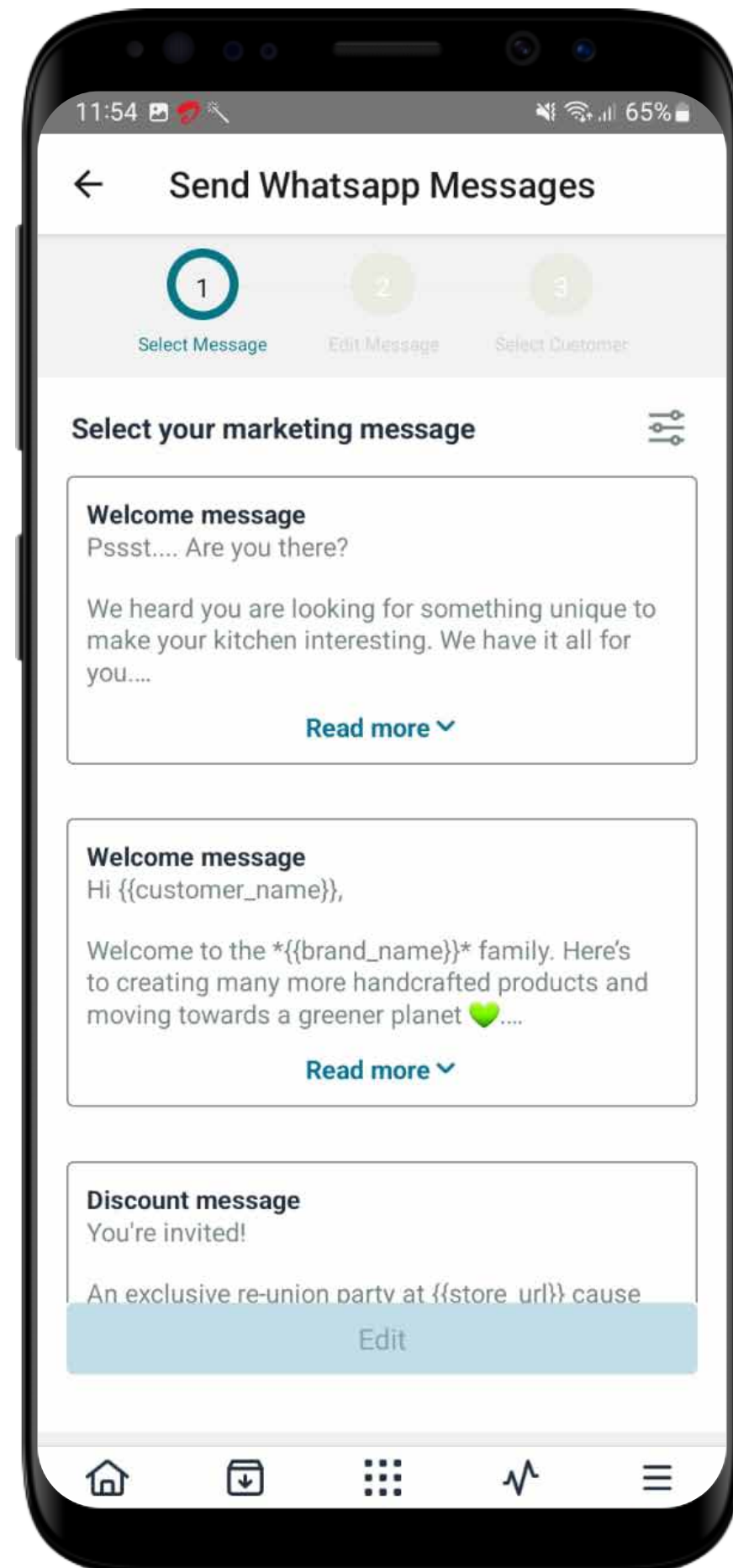


Go to **My Profile** tab on your home page and click on **Sell using Whatsapp**.

Next, click on **Set up Marketing Campaign** and then click on **Create new campaign**.



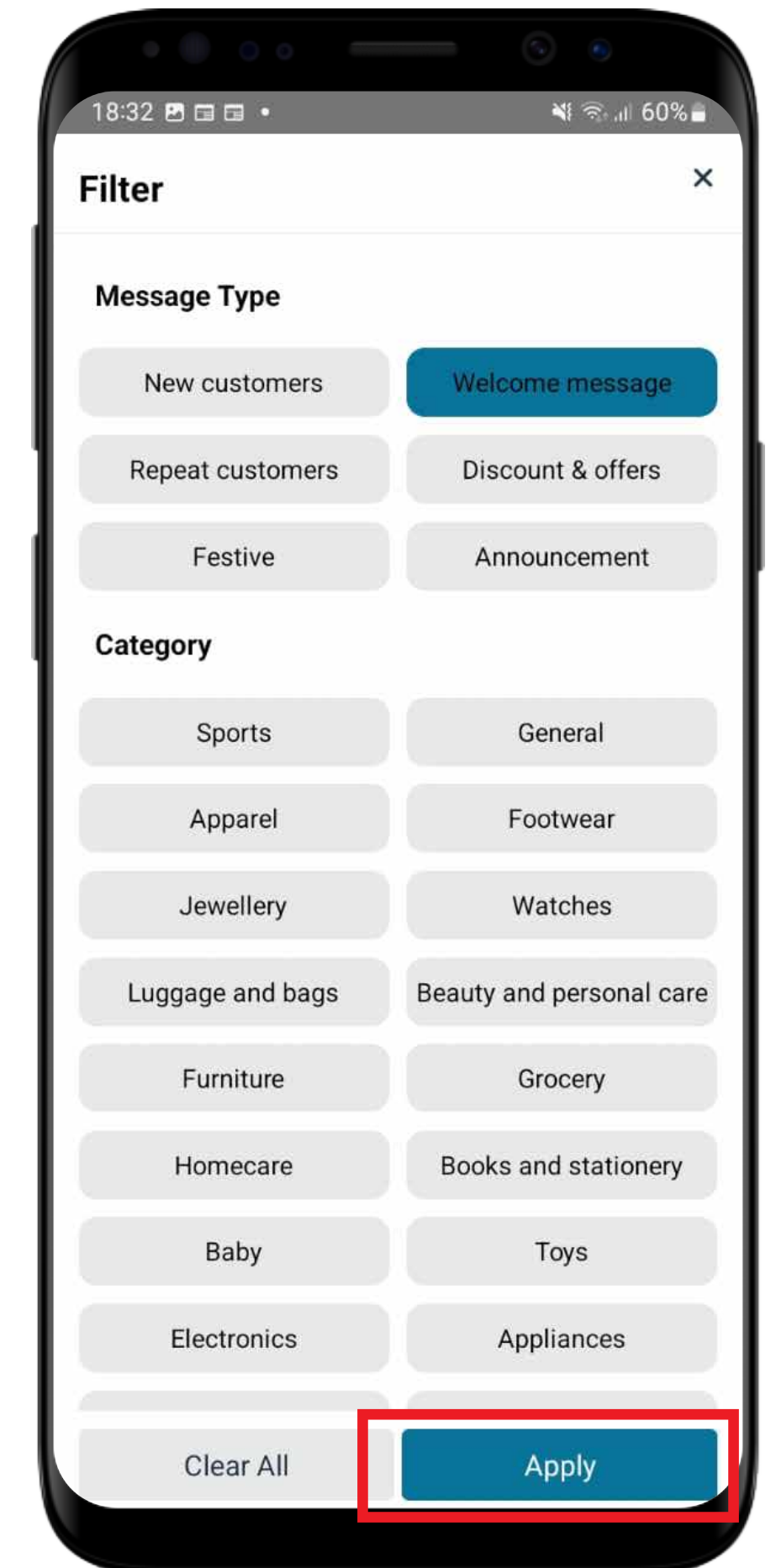
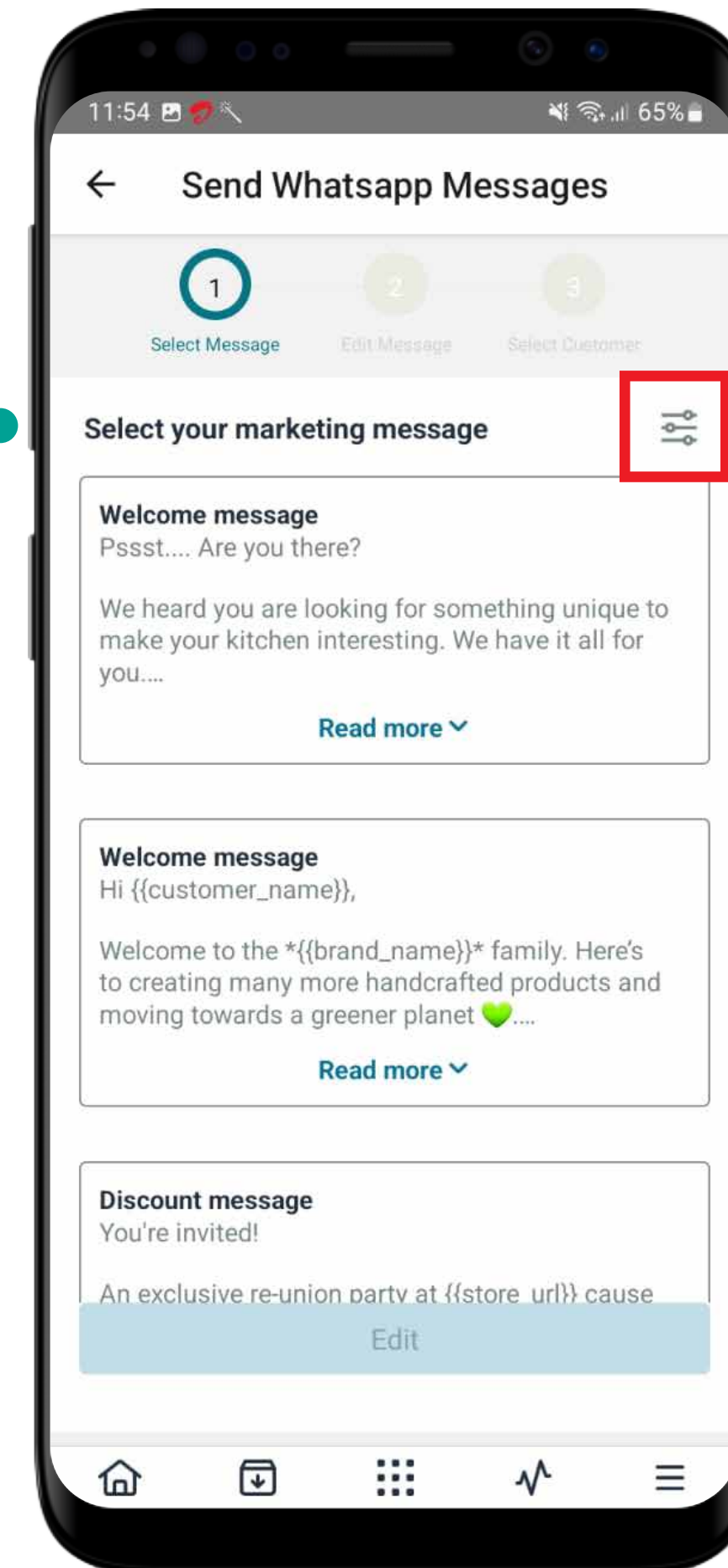
How do I set up a marketing campaigns on Whatsapp?



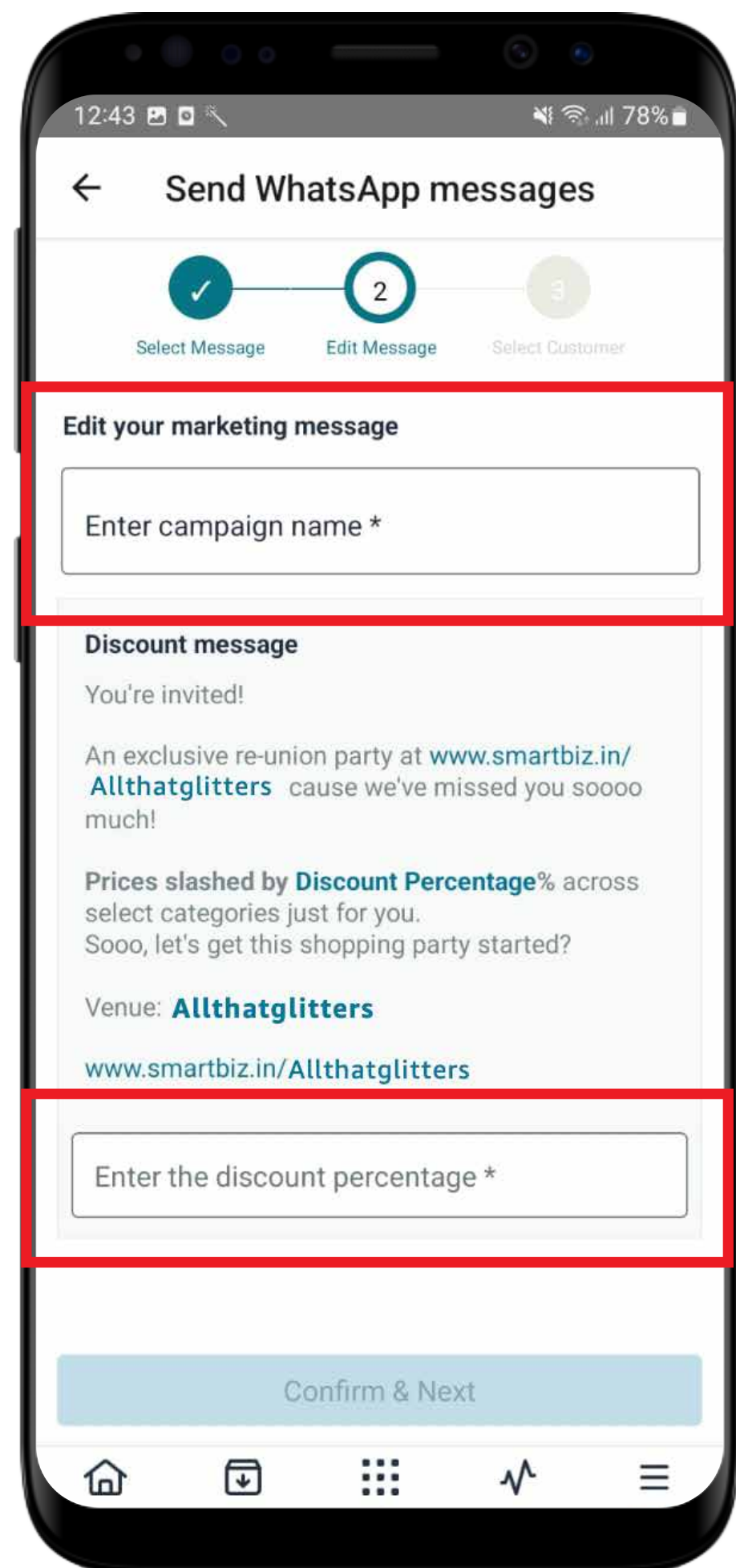
1 Select the message you want to send from a pre-defined set of templates. Click on **Edit**.

2 You can also click on the **filter icon** and select a message template depending on the type of message you want to send.

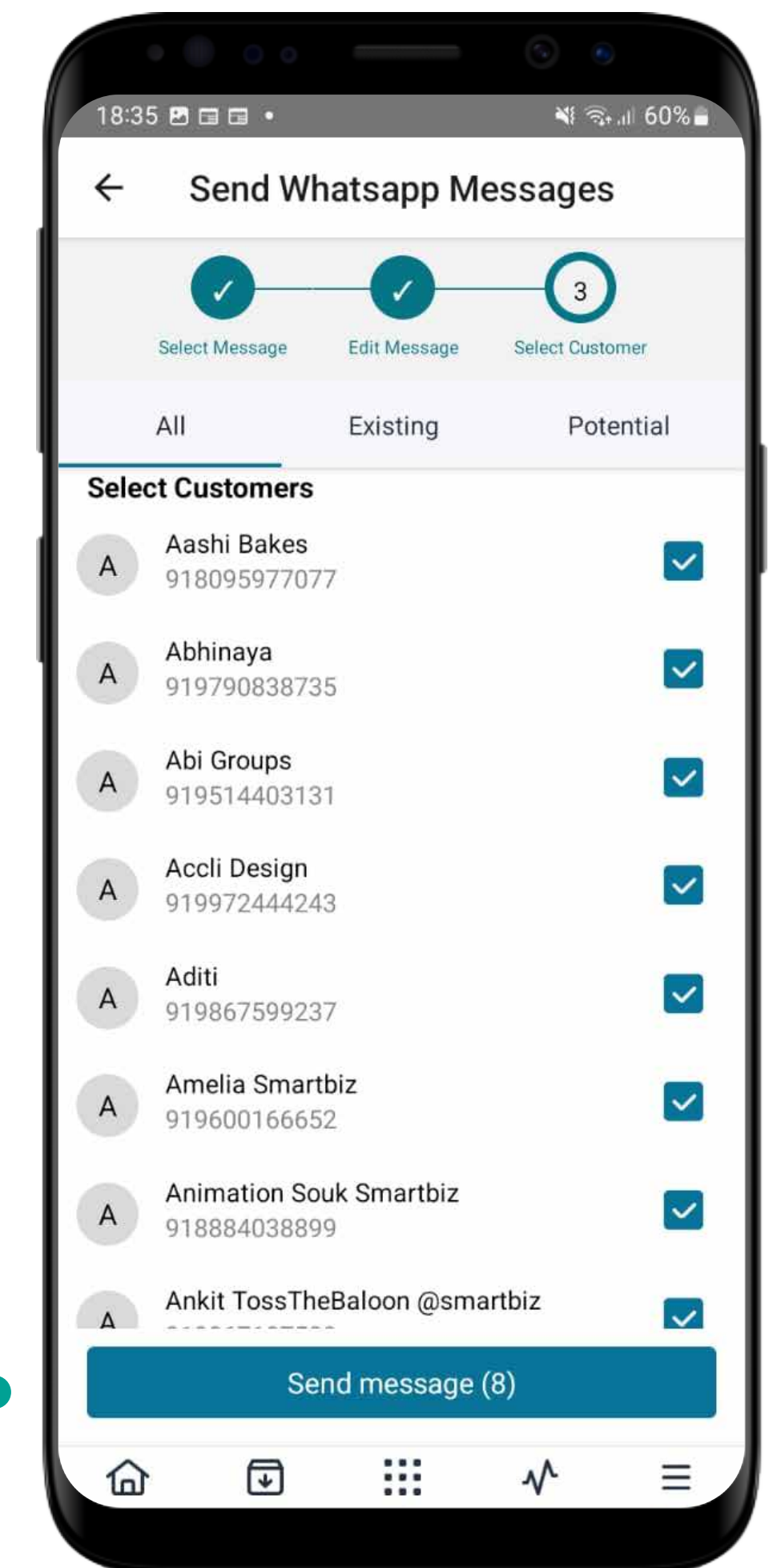
3 Click on **Apply** after selecting the relevant filters



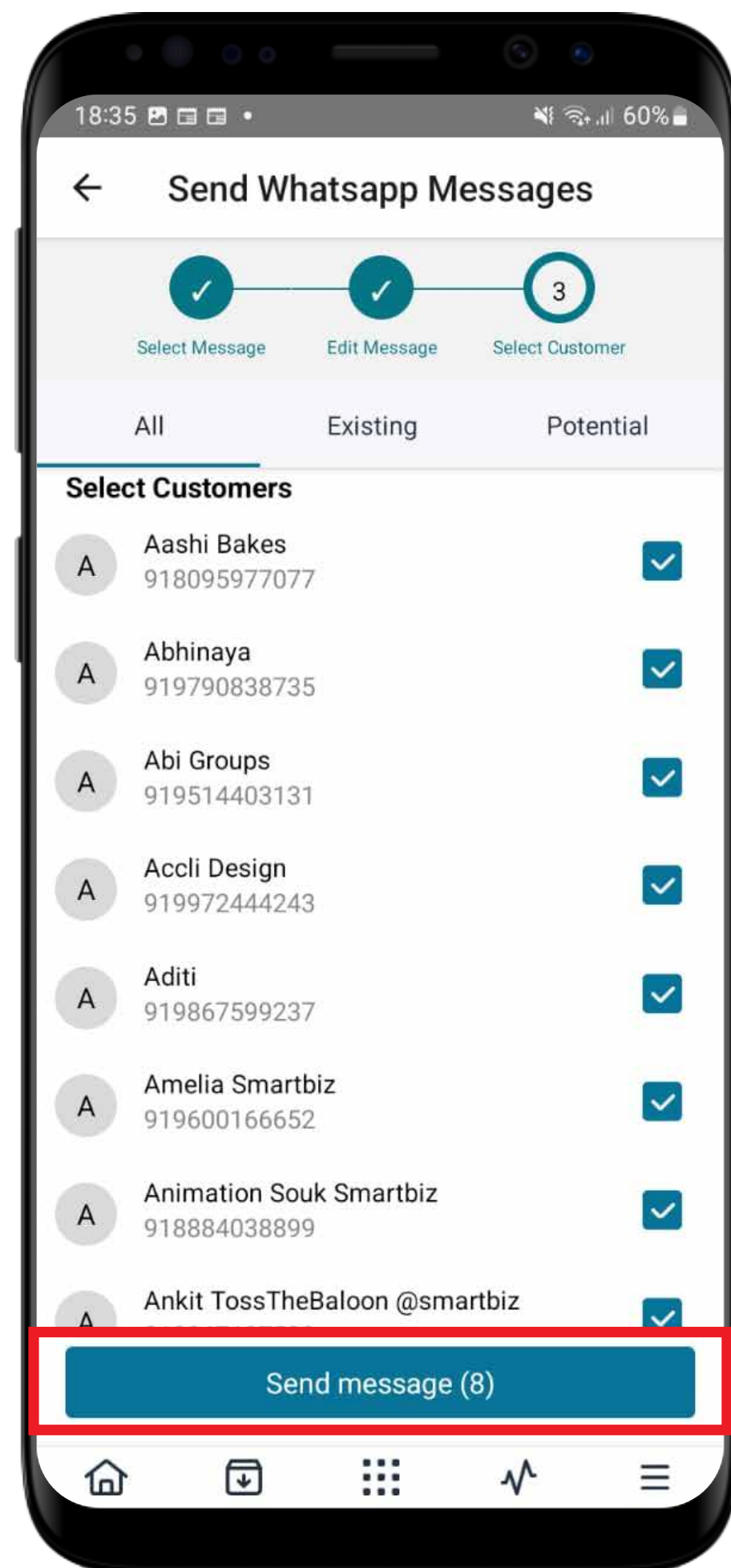
How do I set up a marketing campaigns on Whatsapp?



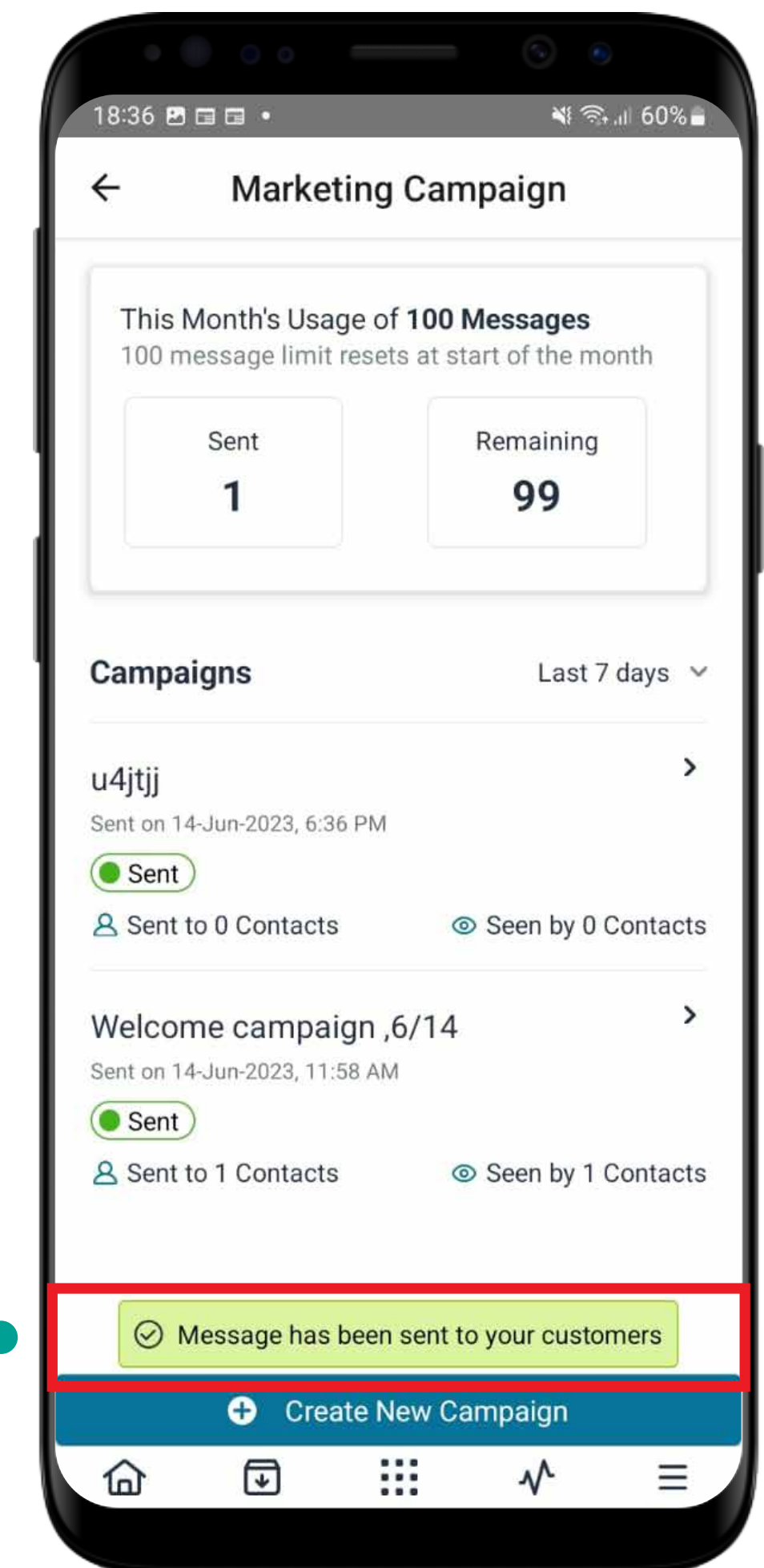
- Enter the inputs needed for setting up your campaign such as the **campaign name, discount percentage** etc. The number and type of **inputs** will vary depending on the type of message
- Select the customers who you want to share the message with. You may use the **Existing tab** to target already existing customers and **potential tab** to select new customers.



How do I set up a marketing campaigns on Whatsapp?

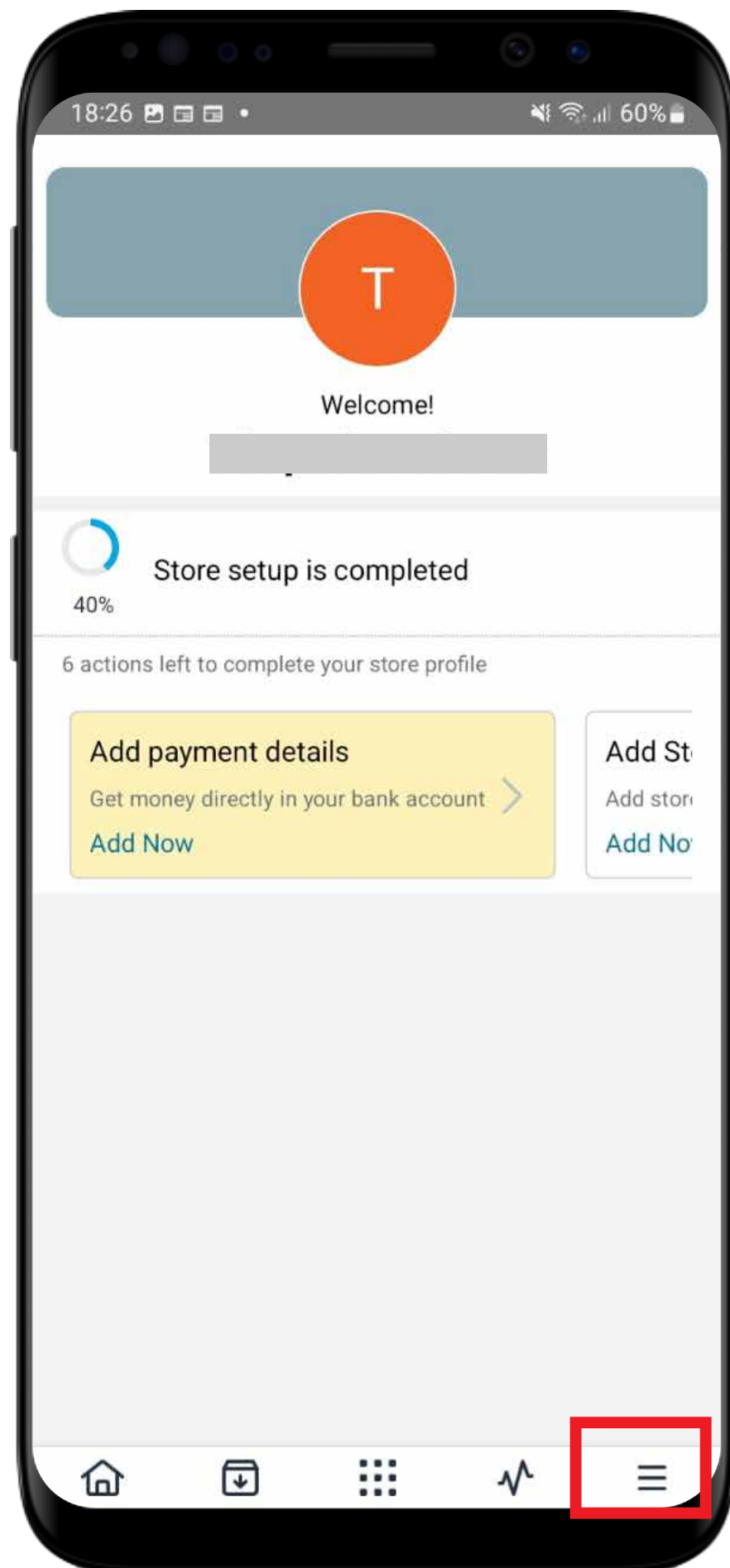


Once you have selected your customers, click on **Send Message**. If the number of messages you wish to send is below the monthly limit, you will get a prompt that your message was successfully sent



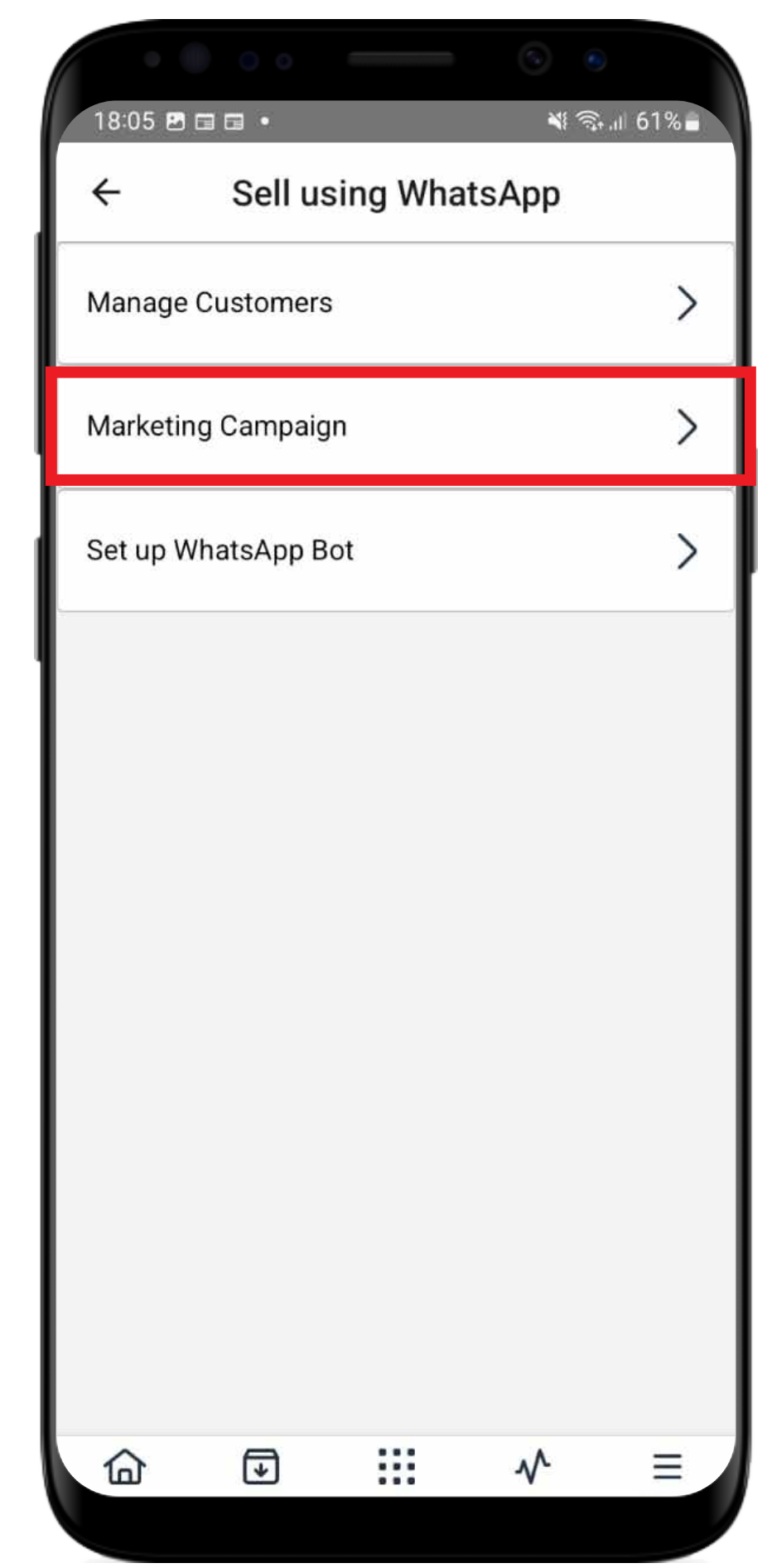
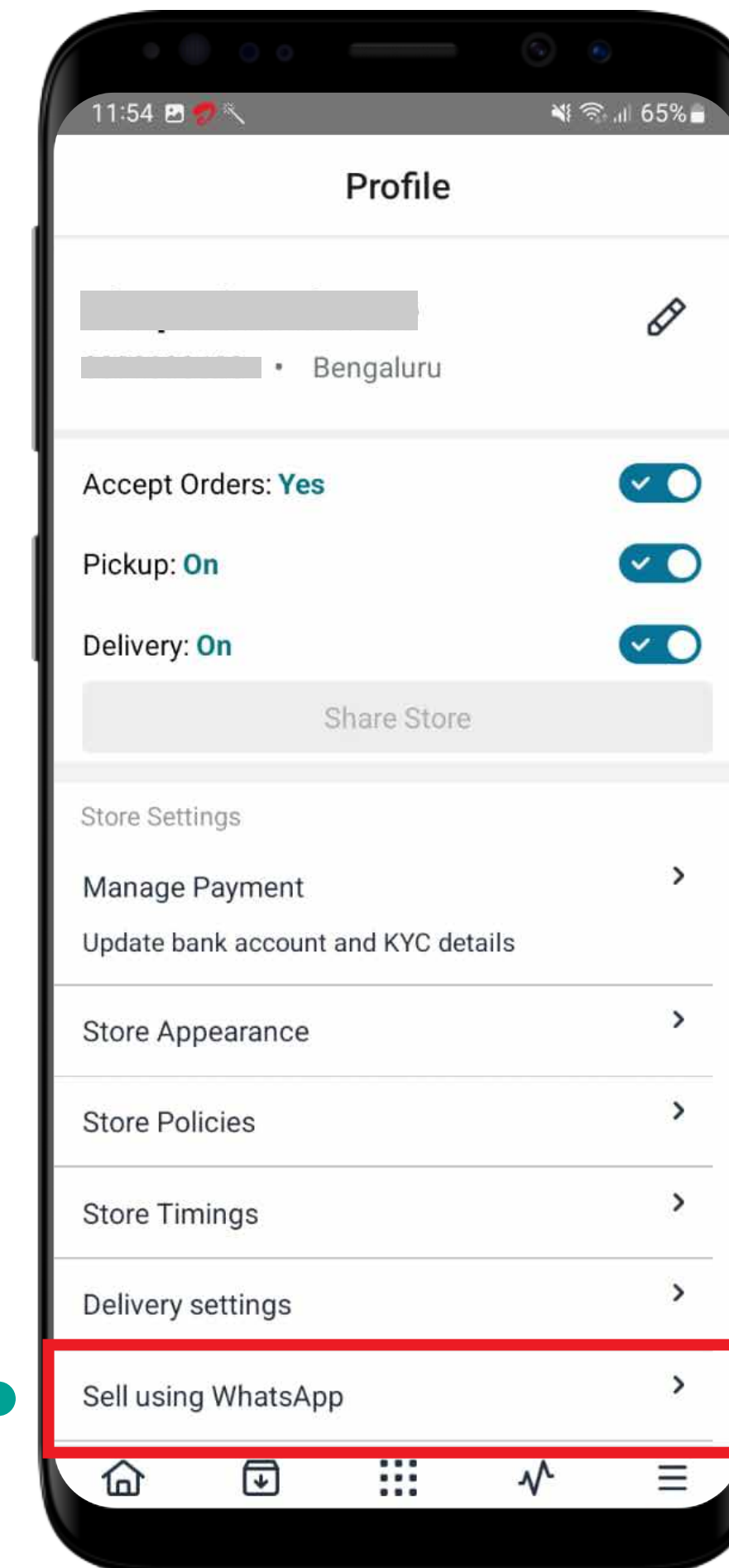
**How do I review
my previous marketing
campaigns?**

How do I review my previous marketing campaigns?

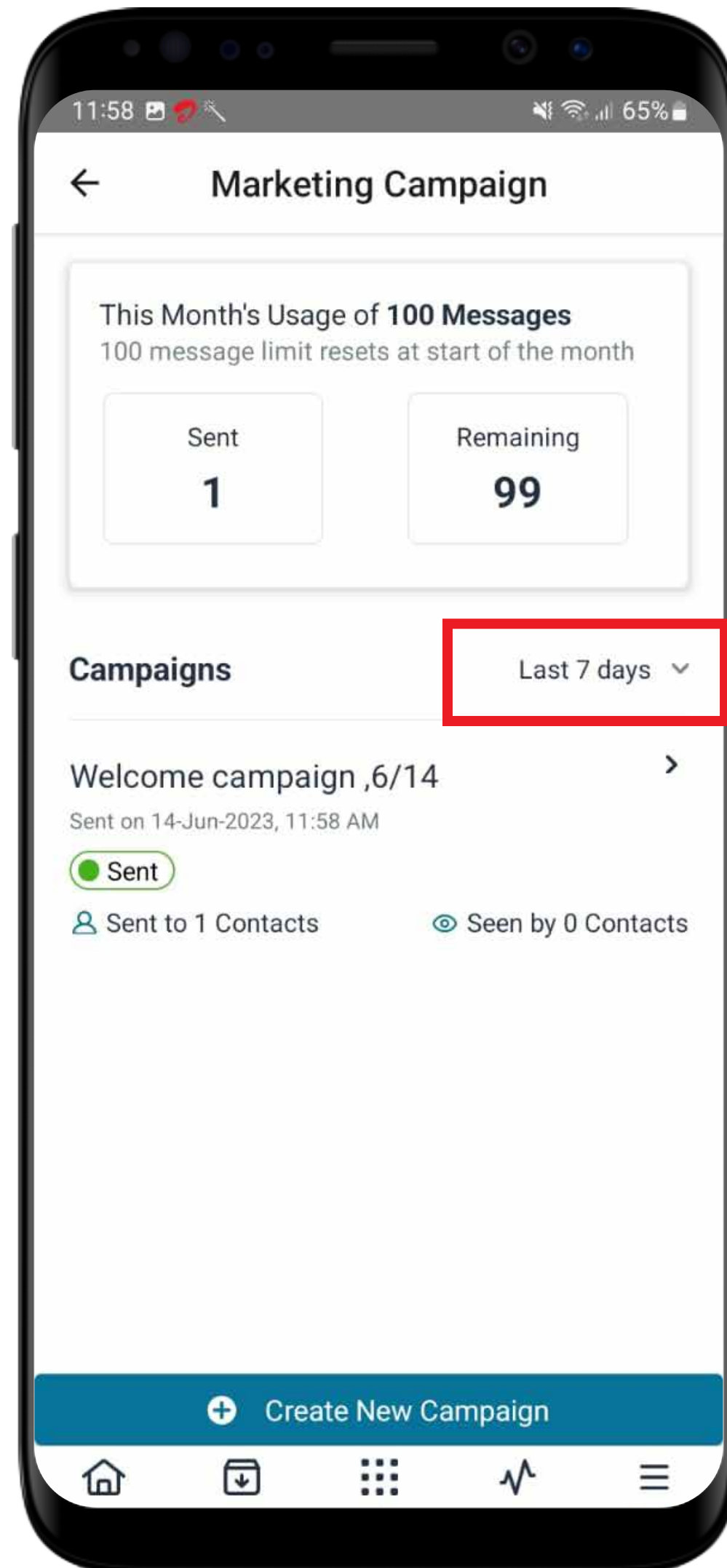


Go to **My Profile** tab on your home page and click on **Sell using Whatsapp**.

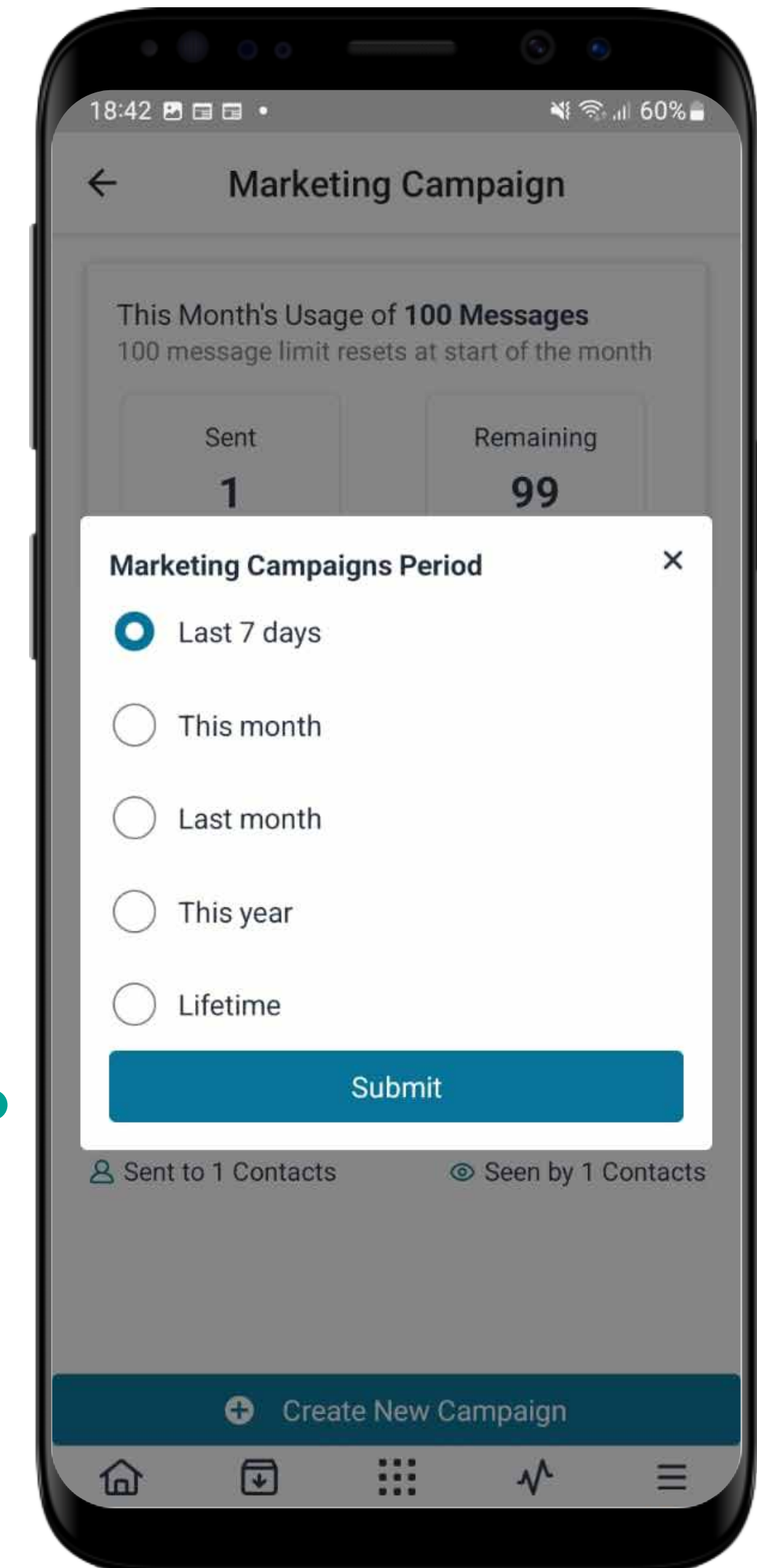
Click on **Marketing Campaign**. You will see all your created campaigns on this page



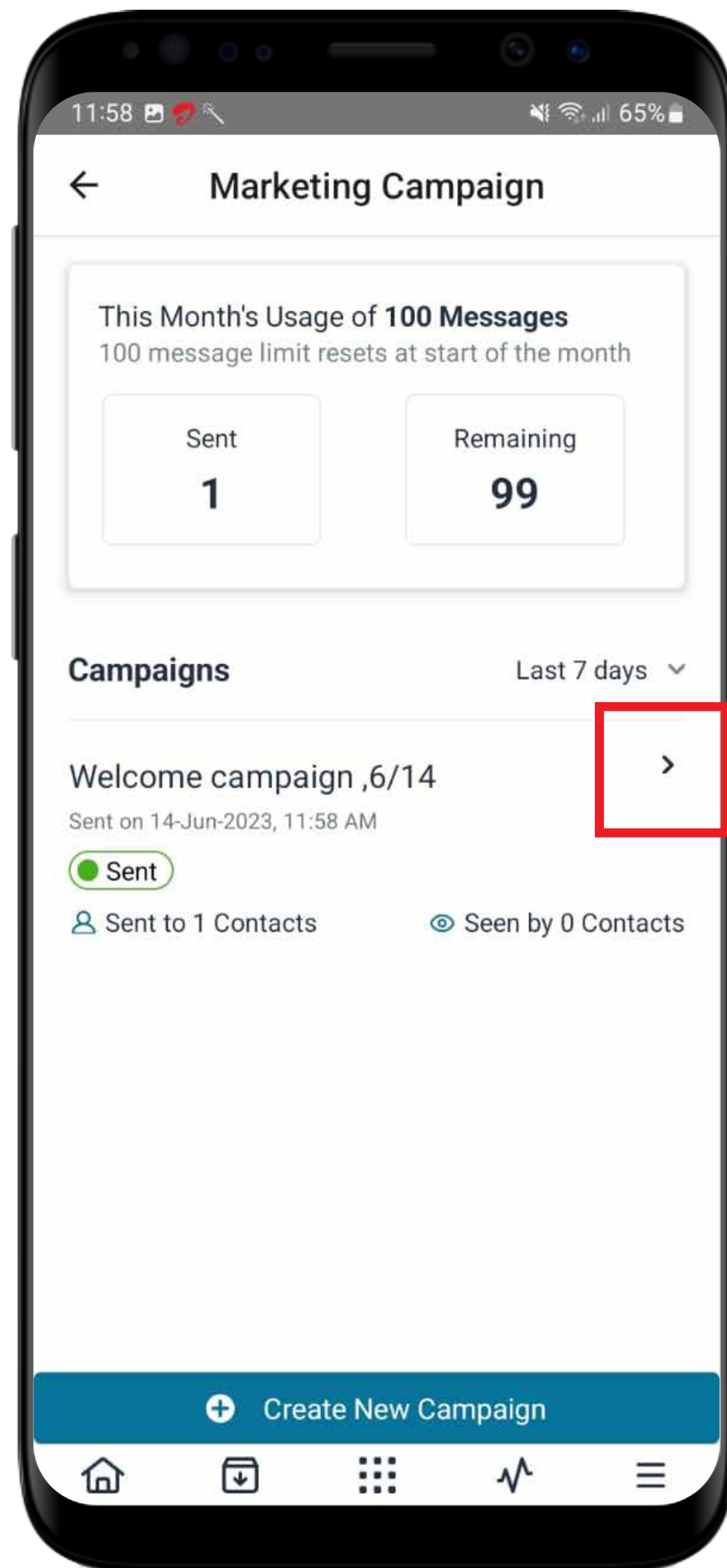
How do I review my previous marketing campaigns?



To view campaigns during a **specific date range**, click on the drop down as shown below and select your desired time period. **Click on Submit.**

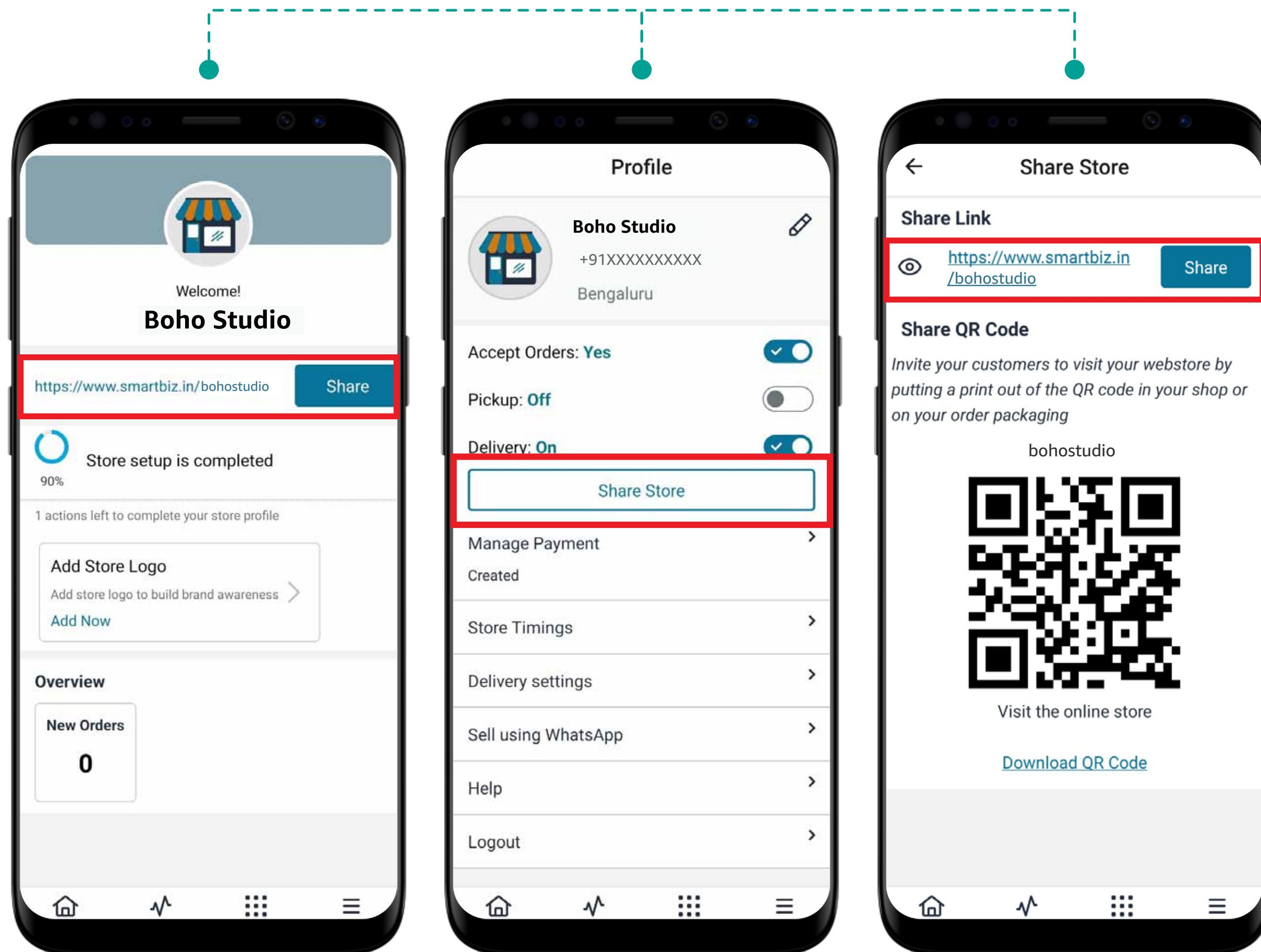


How do I review my previous marketing campaigns?



- Your home page will now contain all campaigns that were run during the selected time period.
- If messages are **still being sent to your customers**, the status of the campaign will be **sending** and the number of customers receiving the message will keep getting updated.
- If your campaign has **finished executing**, campaign status will be **sent**.
- You will be able to see the number of message that were **successfully sent, successfully read by customers and messages that failed to deliver**.
- **Click on any campaign to view specific details.** You can see the message that was sent, status of the campaign, no. of customers the message was sent to and no. of customers who read the message.

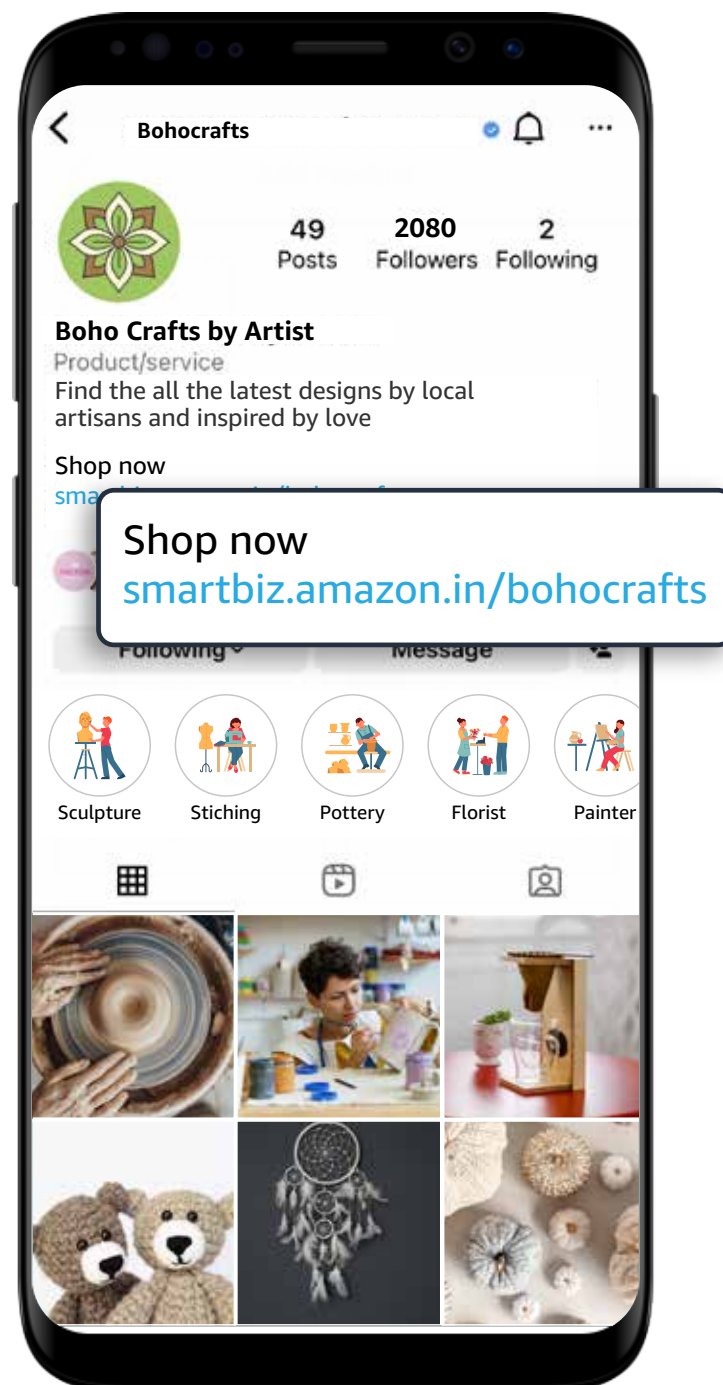
How to share your website/products with your customers



- Go to your **SmartBiz app** homepage and you will see your website URL.
- Click on the **share** option and start sharing the URL with your customers.
- Alternatively, click on the **profile** tab on your SmartBiz app.
- Click on the option '**Share store**'.
- You will see two options to share your store:
 - A **QR code** that you can download and share on social media and chat commerce platforms, or provide for immediate scan at your physical store
 - A **website link** that will direct customers to your online store.

How to promote your website on social media?

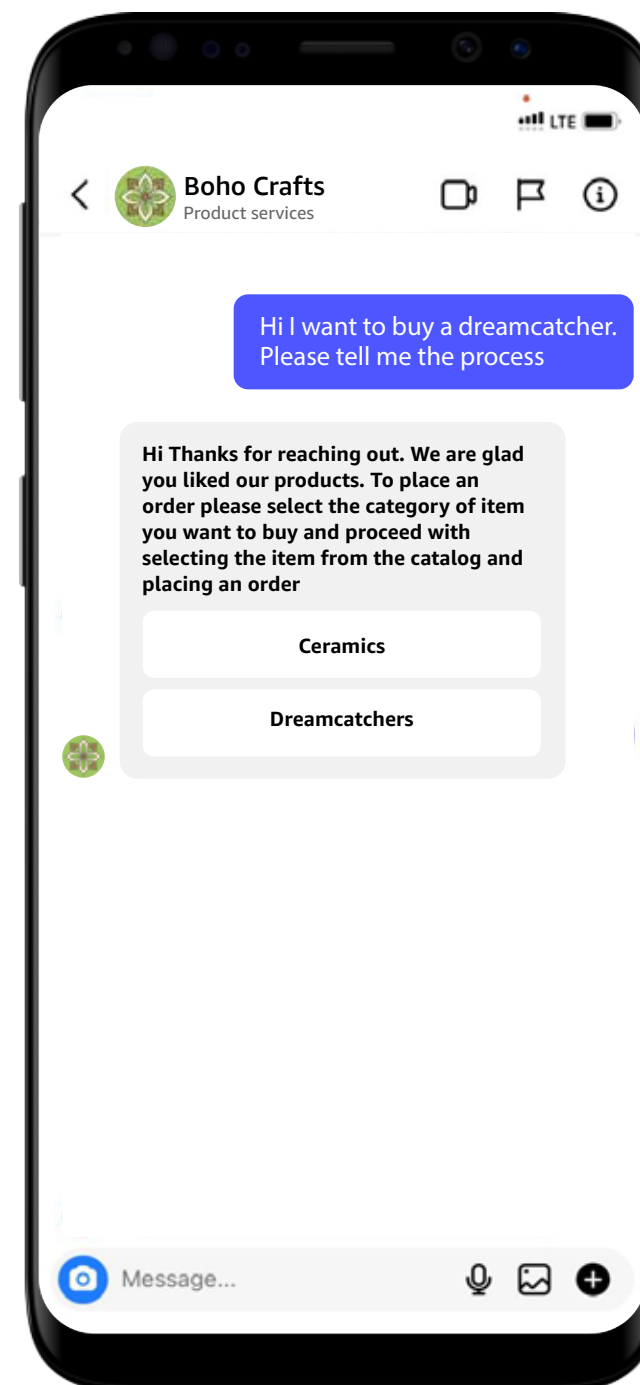
Add your website link to your social media accounts.



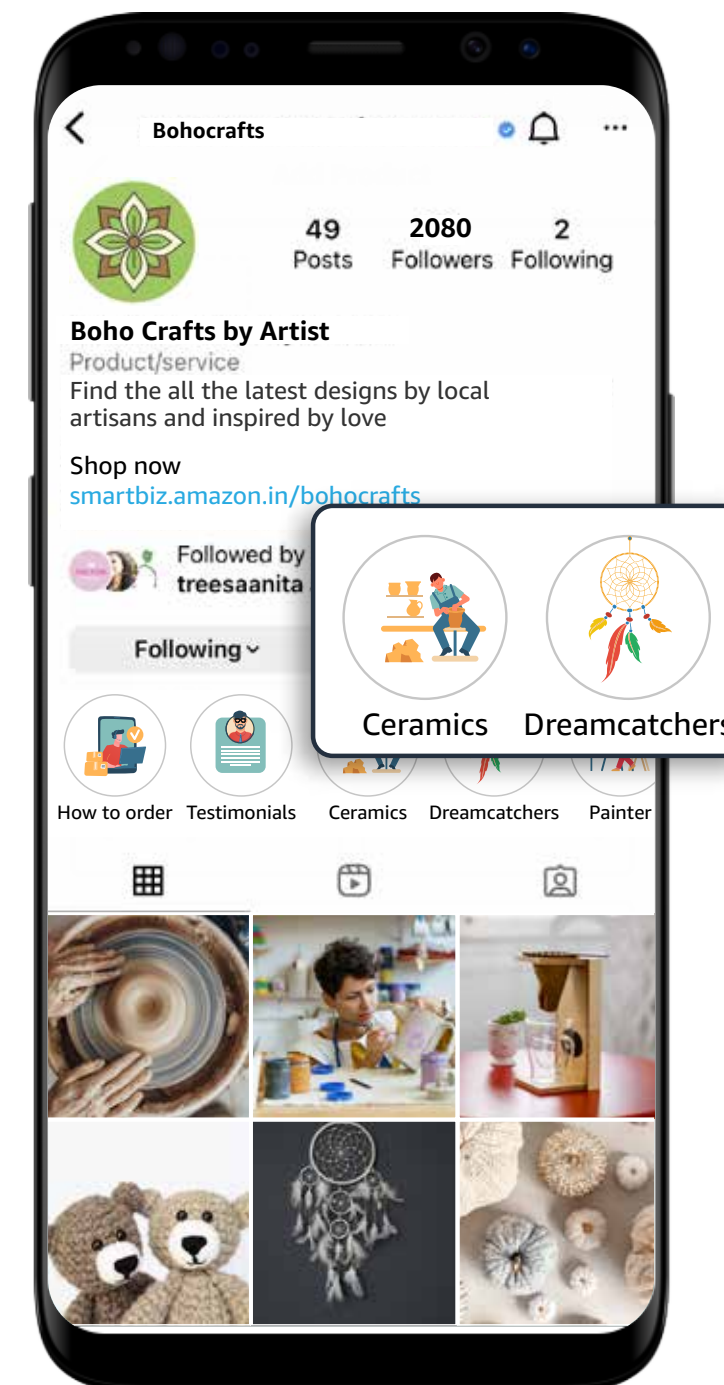
Update **link in bio**



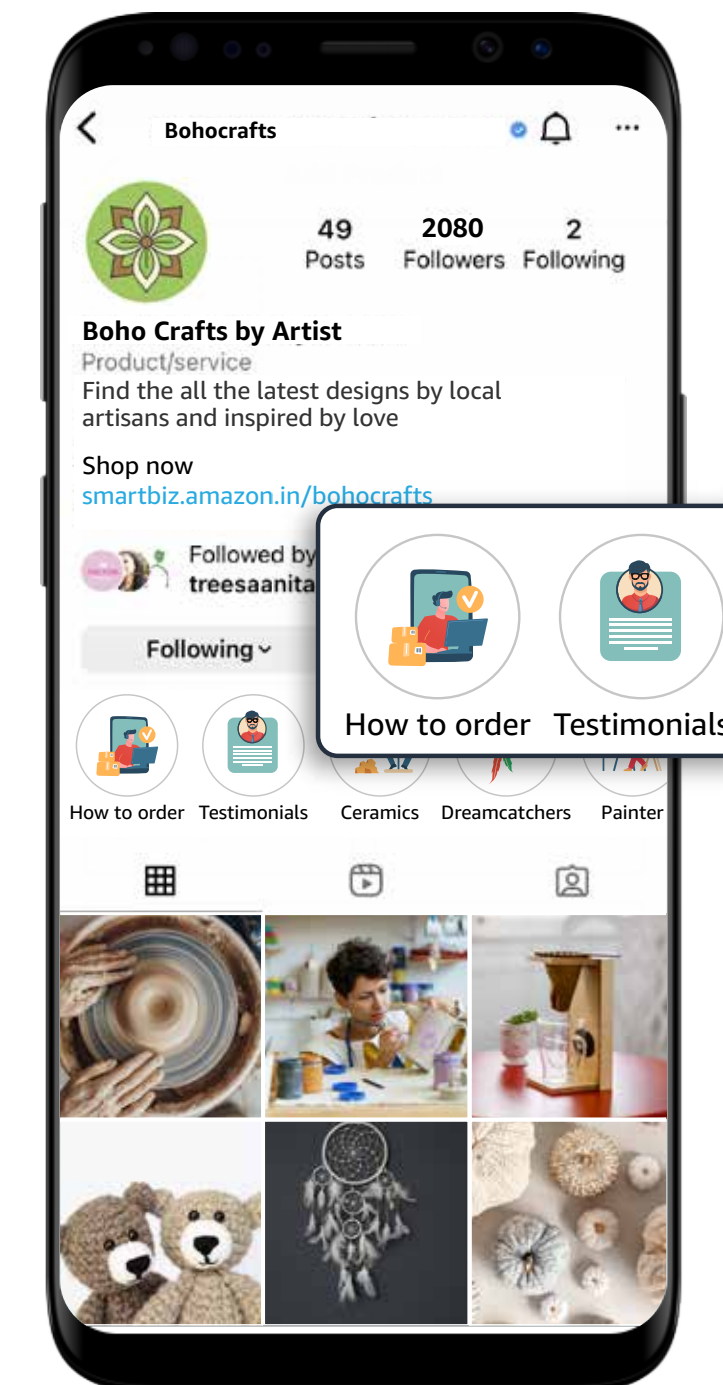
Add product links as **Instagram stories**



Include **website link** in DMs to customers



Create **thematic highlights** with links on your profile



Include customer **testimonials/photos** along with your links



Include **website link** in ads.

More resources

SmartBiz help center

link: <https://smartcommerce.amazon.in/smartbiz/needhelp>

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