WACTO has introduced a new Simplified Broadcast to provide a seamless user experience. You can easily access sections such as Broadcast History, Scheduled Broadcasts, Drafted Broadcasts, Creating Campaigns, and Data Export History with the least effort.

Broadcasts and campaigns can push content to your engaged chatbot users. This makes it a great marketing tool for business owners and marketers. The opportunities are immense

- Keep your users engaged on a regular basis - Reach out to a specific segment of users for important notifications or transactions

Usage of broadcasts and campaigns,

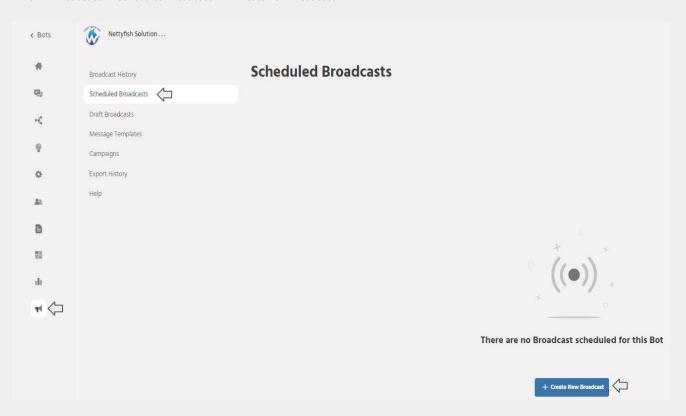
- 1. Trigger or schedule broadcast for the users
- 2. Use Campaigns to subscribe to users and schedule or send messages to engage them
- 3. Send or schedule WhatsApp template messages for existing and new users

## Broadcast and campaigns are available for the following channels,

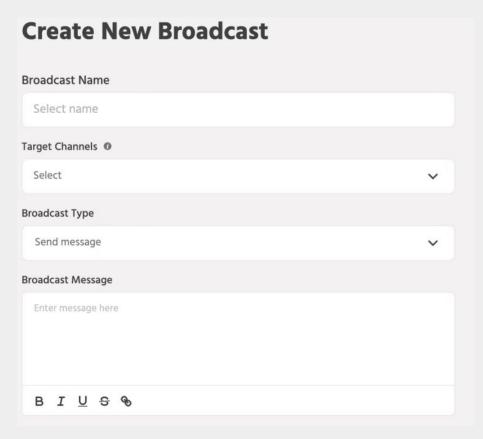
- Facebook Messenger Supports sending messages to existing users only within 24 hours of the last user message
- Instagram Supports sending messages to existing users only within 24 hours of the last user message
- 3. Line
- 4. Microsoft Teams
- 5. Slack
- 6. WhatsApp Supports sending template messages to all existing and new users
- 7. Website Supporters sending messages only to active users

# Creating a Broadcast

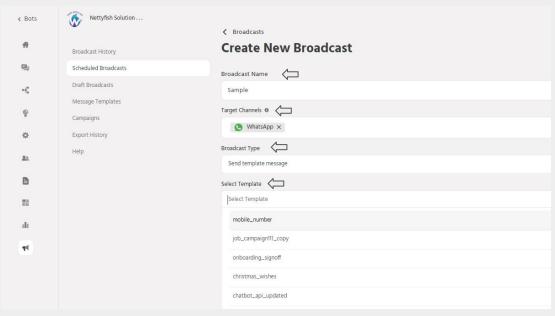
Click >> Broadcast >> Scheduled Broadcast >> + Create New Broadcast

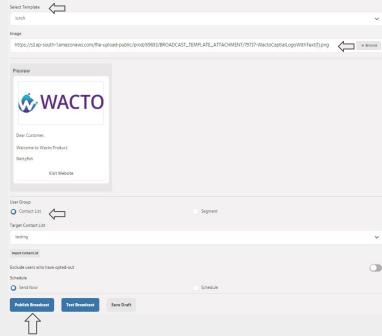


While creating a new Broadcast you will have to provide the following details,



- Give the broadcast a name
- Select target channels to which you want to send the broadcast
- Select type of broadcast Send
  Message, Send Message with options and Trigger a path
- Input your Broadcast message, options or select a path to be triggered
- Select target segments or all users
- Send the broadcast message or schedule it





If you want to test the broadcast Click Text Broadcast (you can send a test message to the attached contact list).

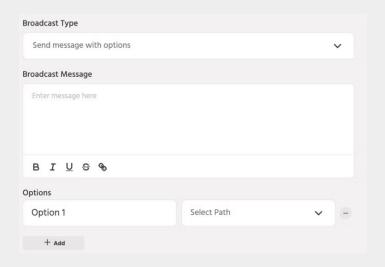
## Broadcast Type - Send a Message

This type of broadcast is non-interactive. The receiver will see a Message

Broadcast Type	
Send message	~
Broadcast Message	
Enter message here	
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## Broadcast Type - Send Message with options

This type of broadcast allows the sender to receive input from the receiver



This option takes the receiver through all the flows defined in a path. While creating a new Broadcast, think of it as a way of re-engaging your users and get them to start interacting with your chatbot again. This means that avoid triggering paths to just deliver a lot of content to users.

## Select Schedule

As the title suggests, this option allows you to define a set schedule for when you want the broadcast to be initiated/published. You could publish a broadcast as a one time or recurring occurrence. If recurring you can opt to select the frequency and the time period during which the broadcast will continue to be active.

