

Broadcast

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,

1. Facebook Messenger – Supports sending messages to existing users only within 24 hours of the last user message
2. 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

Broadcast

Creating a Broadcast

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

The screenshot shows the Nettyfish Solution... interface. On the left is a sidebar with a 'Bots' header and a list of navigation icons. The main content area is titled 'Scheduled Broadcasts' and contains a list of menu items: 'Broadcast History', 'Scheduled Broadcasts' (highlighted with a left-pointing arrow), 'Draft Broadcasts', 'Message Templates', 'Campaigns', 'Export History', and 'Help'. Below the menu is a large graphic of a signal tower with the text 'There are no Broadcast scheduled for this Bot'. At the bottom right, there is a blue button labeled '+ Create New Broadcast' with a left-pointing arrow.

Broadcast

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

Create New Broadcast

Broadcast Name

Select name

Target Channels ⓘ

Select

Broadcast Type

Send message

Broadcast Message

Enter message here

B **I** **U** **S** 

- 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

Broadcast

< Bots

Nettyfish Solution ...

- Broadcast History
- Scheduled Broadcasts
- Draft Broadcasts
- Message Templates
- Campaigns
- Export History
- Help

< Broadcasts

Create New Broadcast

Broadcast Name

Target Channels WhatsApp

Broadcast Type


Select Template

- mobile_number
- job_campaign111_copy
- onboarding_signoff
- christmas_wishes
- chatbot_api_updated

Select Template

Image

Preview



User Group Contact List Segment

Target Contact List

Import Contact List

Exclude users who have opted-out

Schedule Send Now Schedule

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

Broadcast

Broadcast Type - Send a Message

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

The screenshot shows a configuration interface for a broadcast. At the top, there is a section titled "Broadcast Type" with a dropdown menu currently set to "Send message". Below this is a section titled "Broadcast Message" containing a large text input field with the placeholder text "Enter message here". At the bottom of the "Broadcast Message" section, there is a horizontal toolbar with icons for Bold (B), Italic (I), Underline (U), Strikethrough (ABC), and Link (🔗).

Broadcast Type - Send Message with options

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

The screenshot shows a configuration interface for a broadcast with options. At the top, there is a section titled "Broadcast Type" with a dropdown menu set to "Send message with options". Below this is a section titled "Broadcast Message" containing a large text input field with the placeholder text "Enter message here". Below the text input field is a horizontal toolbar with icons for Bold (B), Italic (I), Underline (U), Strikethrough (ABC), and Link (🔗). Below the toolbar is a section titled "Options" containing a text input field with "Option 1" and a dropdown menu set to "Select Path". At the bottom of the "Options" section, there is a "+ Add" button.

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.

Broadcast

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.

The screenshot displays a user interface for scheduling a broadcast. At the top, there are two radio buttons: "Segment" (unselected) and "Schedule" (selected). Below these, there are several input fields and a calendar widget. The "Select Date" field shows "Mar 27, 2023". A calendar widget is open, showing the month of March 2023, with the 27th highlighted in red. Below the calendar, there is a "Time" field set to "16:15". At the bottom, there are three buttons: "Schedule Broadcast" (active), "Test Broadcast", and "Save Draft".

Contact List

Segment

Select Date Mar 27, 2023

March 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Mar 27, 2023

Time 16:15

Schedule Broadcast Test Broadcast Save Draft