

In the age of social media and email marketing, it's easy to overlook the power of direct messaging. Yet SMS and WhatsApp remain two of the most effective channels for communicating with event attendees. With open rates that dwarf email and a level of immediacy that social media can't match, these platforms are essential tools for event organisers who want to keep their audience informed and engaged. This guide will walk you through everything you need to know about using SMS and WhatsApp marketing for event updates.

The Power of Direct Messaging

These channels also feel more personal than other forms of communication. A message on WhatsApp feels like a conversation, not a broadcast. This can help to build a stronger connection with your attendees. Kollysphere's event specialists can help you understand the value of SMS and WhatsApp for event updates. The team at Kollysphere can help you understand the best practices for these channels.



How to Use These Channels Effectively

The first best practice is to get permission. Only send messages to people who have opted in to receive them. This is not just a legal requirement; it's also a matter of respect. People are more likely to engage with messages they have consented to receive. At Kollysphere, we help our clients develop SMS and WhatsApp marketing strategies that are effective and compliant. Kollysphere's experts can help you measure the success of your campaigns and improve for the future.

Examples of SMS and WhatsApp for Event Updates

For corporate events, use WhatsApp to create a dedicated group for attendees. This allows for networking, Q&A, and real-time communication. You can also use SMS and WhatsApp for logistics. Send reminders about parking, transportation, or check-in procedures. Send updates about weather or other factors that might affect the event. Kollysphere's event specialists can help you develop practical applications for SMS and WhatsApp marketing.

Final Thoughts from Kollysphere

In Malaysia, where [event management](#) [event company](#) [event organizer malaysia](#) WhatsApp is ubiquitous, these channels are particularly effective. They allow you to reach your audience where they <https://kollysphere.com/> already are, in a format they trust. Reach out to Kollysphere to start communicating more effectively with your attendees.

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