PingFlock

GETTING STARTED GUIDE

Send your first customer message, step by step

A friendly, step-by-step manual for new PingFlock users: sign up, link your number, add contacts, write, send & track.

Free trial: 7 days · 100 messages · 1 WhatsApp number · No card needed

What's inside

1 Welcome & what you need	6 Choose your speed & send
2 Create your account	7 Track your results
3 Link your WhatsApp number	8 Keep your number healthy
4 Add your contacts	9 Plans & upgrading
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1 Welcome to PingFlock

Customer messaging for Singapore businesses

PingFlock lets you send **personal updates, reminders & promotions** to customers who opted in, straight from the WhatsApp number they already know you by.

Every message can greet the person by name, & built-in pacing & daily limits help **keep your number healthy**.

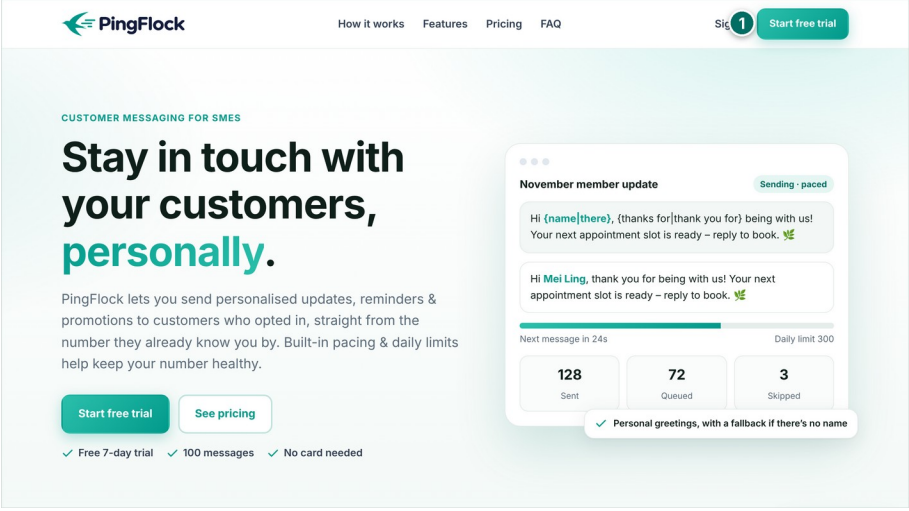
What you need

- ✓ **A WhatsApp or WhatsApp Business number on your phone**
  Ideally the business number your customers already chat with.
- ✓ **A computer or phone with a web browser**
  Chrome, Safari or Edge all work. A computer makes linking with a QR code easiest.
- ✓ **Your customer list (optional to start)**
  An Excel/CSV file, or just numbers you can paste in. We give you a ready-made template.

How it works

1	2	3	4	5
Create account	Link your number	Add contacts	Write message	Send & track

Good to know: PingFlock works in your browser – nothing to install. Messages go out from your own number, so replies come straight back to your WhatsApp. **Free trial:** 7 days · 100 messages · 1 number, no card needed.

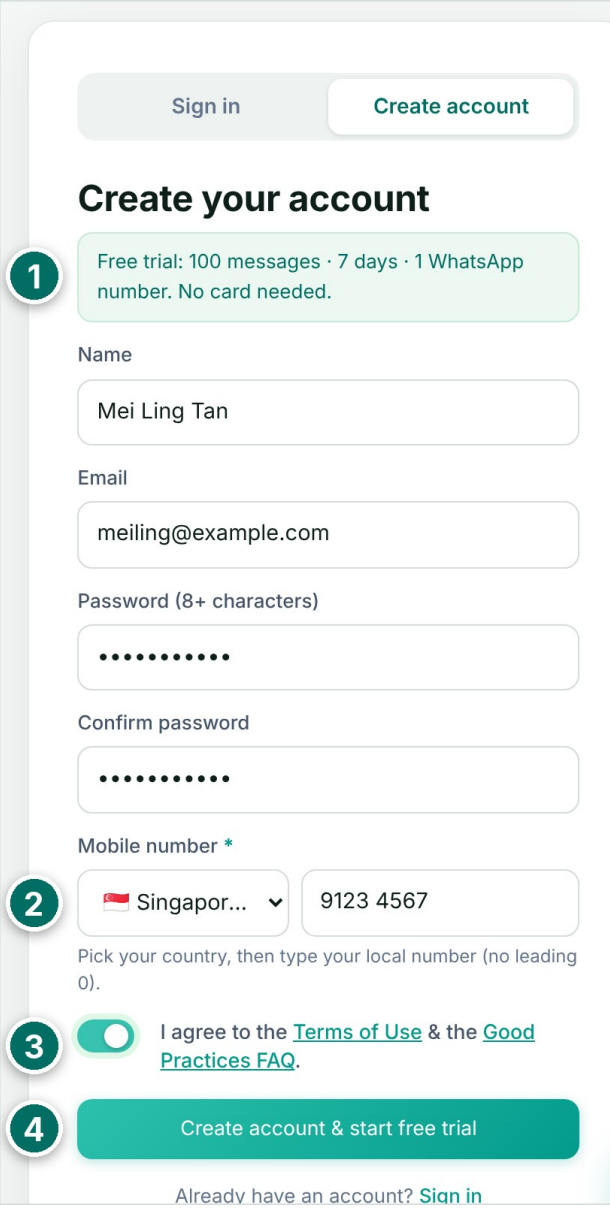


pingflock.com – tap Start free trial (1) to begin.

2 Create your account

Takes about a minute

Go to **pingflock.com/signup** (or tap **Start free trial** on pingflock.com) & fill in the form.



Follow the numbers on the screenshot:

1. **Free trial:** 100 messages · 7 days · 1 WhatsApp number. No card needed.
   - Type your **Name**, **Email** & a **Password (8+ characters)**, then **Confirm password**.
2. **Mobile number:** pick your country (Singapore = +65), then type your local number **without the leading 0**, e.g. 9123 4567.
3. Tick **I agree to the Terms of Use & the Good Practices FAQ**.
4. Tap **Create account & start free trial**. You are signed in & land on your **Dashboard**.

Coming back later? Sign in at **pingflock.com/login** with your email & password.

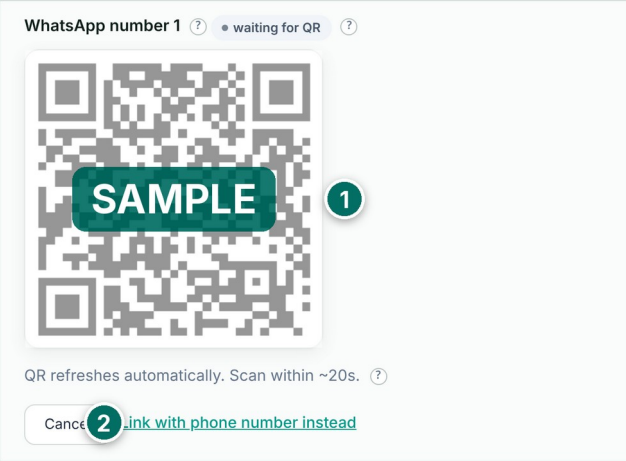
Tip: Use an email you check often – it is also how we find your account when you upgrade.

3 Link your WhatsApp number

Connect once – PingFlock then sends from your own number

Open **WhatsApp** in the left menu. Choose the way that suits you:

A. On a computer: scan the QR code

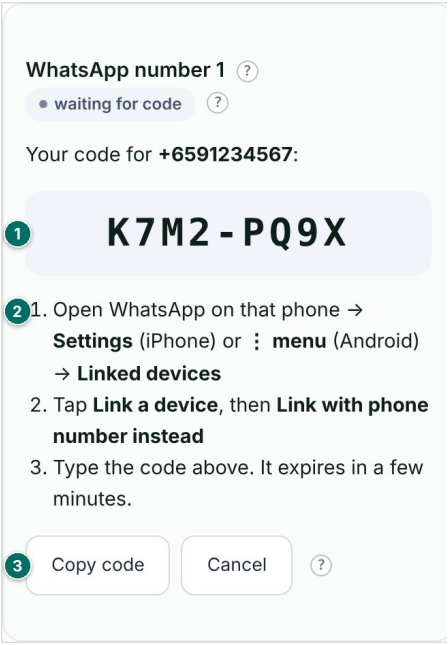


- Click **Link WhatsApp (show QR)**.
- On your phone, open WhatsApp → **Settings** → **Linked devices** → **Link a device**. (Android: tap the **3-dot menu** → **Linked devices**.)

1 Point your phone camera at the QR code on screen. It refreshes about every 20 seconds, so scan the newest one.

2 On your phone instead? Tap **Link with phone number instead**.

B. On your phone: link with a code



- Type your WhatsApp number with country code, e.g. **6591234567**, & tap **Get code**.

1 PingFlock shows an **8-character code** (like K7M2-PQ9X).

2 In WhatsApp: **Settings** (iPhone) or the **3-dot menu** (Android) → **Linked devices** → **Link a device** → **Link with phone number instead**, then type the code.

3 Tap **Copy code** to copy it. The code expires in a few minutes – just get a new one if needed.

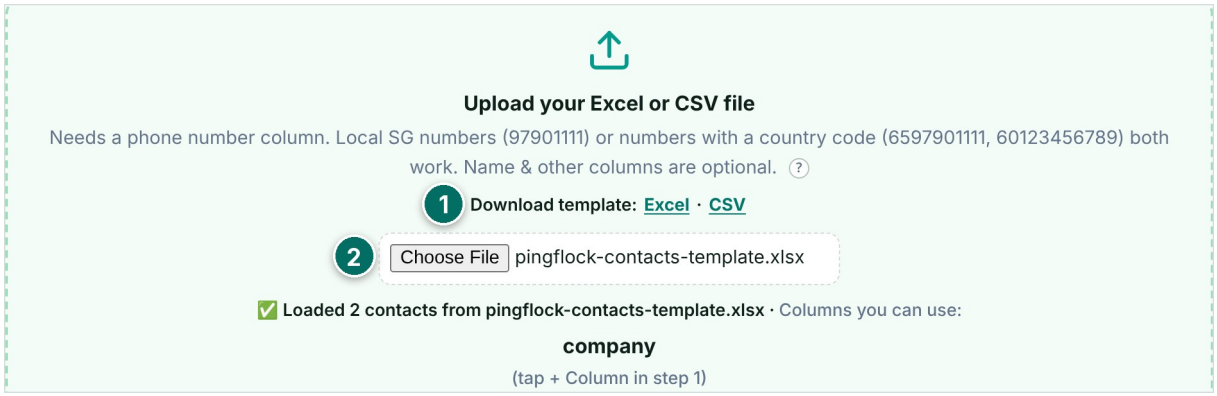
Done! The status changes to **connected** & shows your number.

> **Tip:** Use a number that has been **active for a while** – one you already chat with customers on. A brand-new number should start small (see step 8).

4 Add your contacts

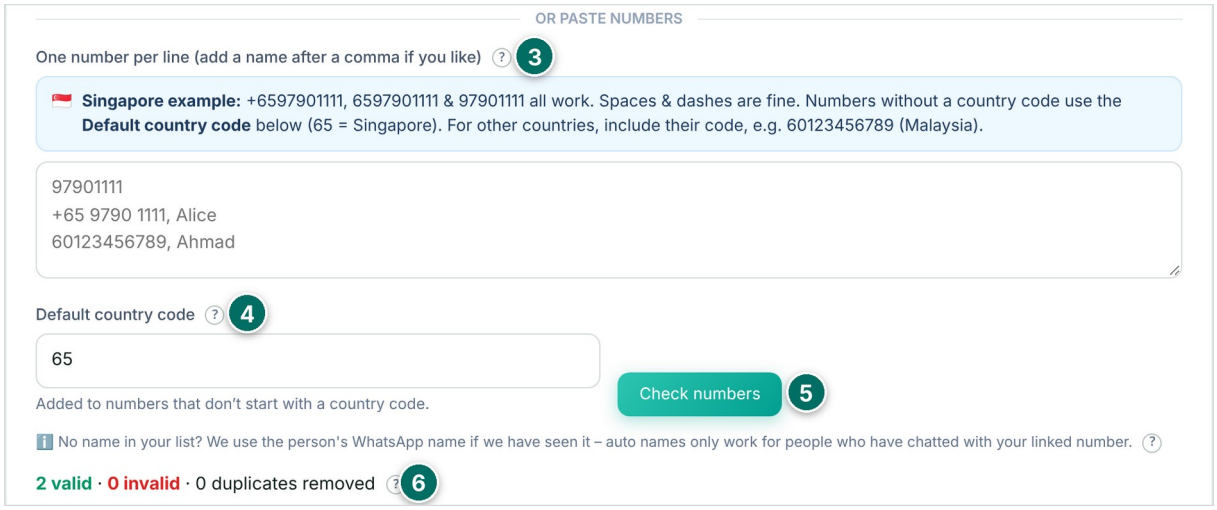
In New campaign → step 2, Your contacts

Open **New campaign**. Upload a file **or** paste numbers – both work.



1 **Download template:** Excel or CSV. One customer per row (Phone, Name, Company); replace the 2 sample rows.

2 **Choose File** to upload your filled-in list. You will see how many contacts were loaded.



3 **Or paste numbers**, one per line. Add a name after a comma: 97901111, Alice

4 **Default country code** (65 = Singapore) is added to numbers without a code.

5 Tap **Check numbers** – it tidies the format, removes repeats & flags wrong numbers.

6 See how many are **valid**, **invalid** & **duplicates removed**.

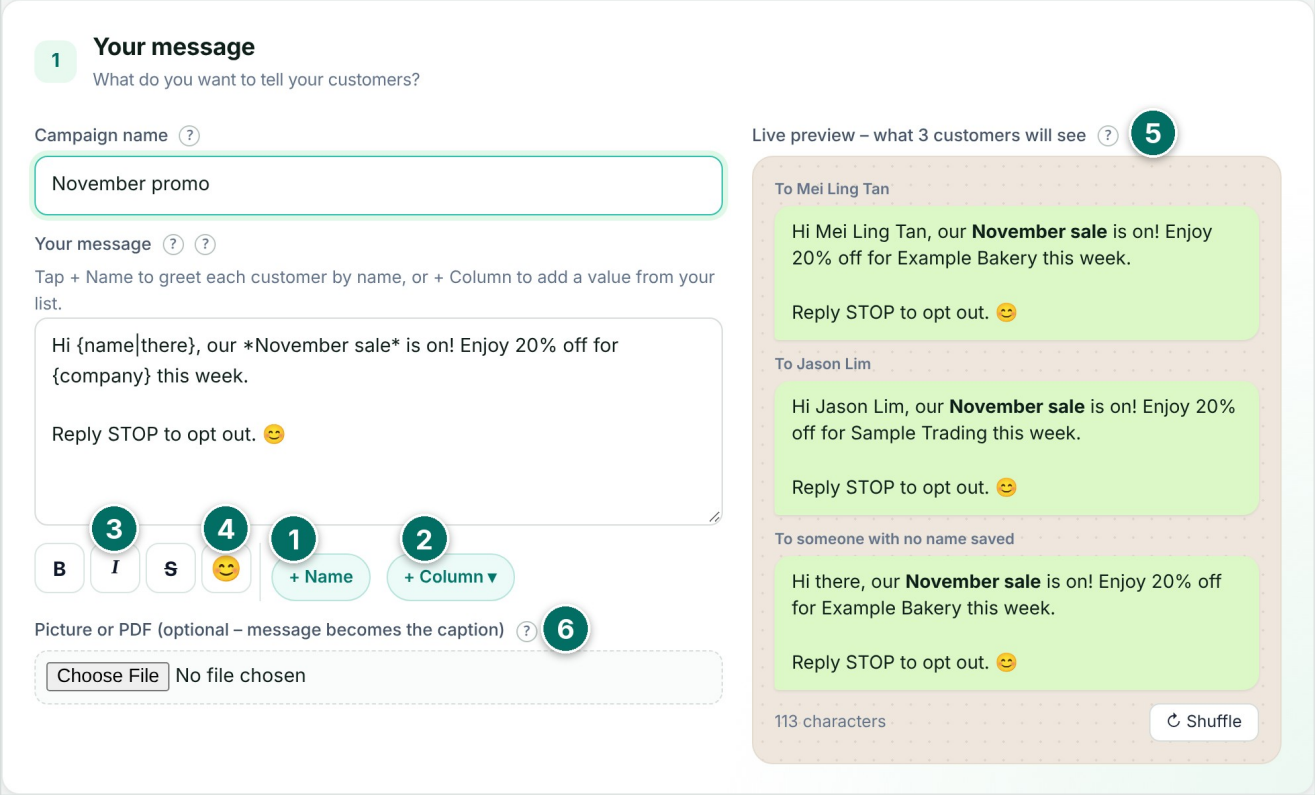
Phone number rules

Singapore	+6597901111, 6597901111 & 97901111 all work – with or without 65 / +65.
Spaces & dashes	Fine to keep, e.g. +65 9790-1111.
Other countries	Include the country code, e.g. 60123456789 (Malaysia).
Name	Optional. No name? Your message uses your fallback word, e.g. "Hi there".
Extra columns	Add any (e.g. Company) & use them in your message with **+ Column**.

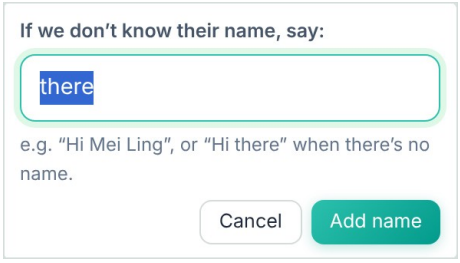
5 Write your message

In New campaign → step 1, Your message

Give your campaign a name (just for you – customers never see it), then type your message like a normal chat.



1. **+ Name** greets each person by name. Set a fallback for anyone without a name, e.g. "there".
2. **+ Column** adds a value from your list, e.g. {company} → Example Bakery.
3. **B I S** make words bold, italic or crossed out. Select the words first.
4. The **emoji** button opens the emoji picker – search e.g. gift, pin, check.
5. **Live preview** shows what 3 customers will see, incl. someone with no name saved. Tap **Shuffle** for more.
6. **Picture or PDF** (optional): JPG, PNG, WEBP or PDF up to 16 MB. Your message becomes the caption.



How the name works

Tap **+ Name**, keep or change the fallback word, then tap **Add name**. PingFlock adds **{name|there}** to your message:

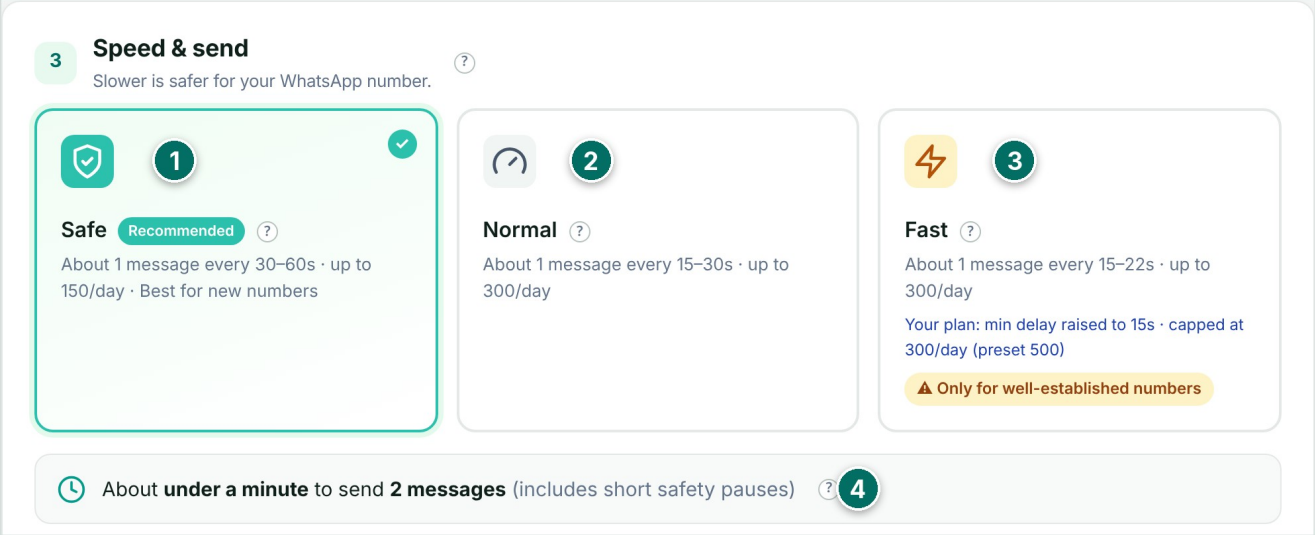
- Mei Ling Tan gets: "Hi **Mei Ling Tan**, ..."
- Someone with no name gets: "Hi **there**, ..."

Formatting shows in WhatsApp as ***bold***, _italic_ & ~crossed out~ – exactly like the preview.

6 Choose your speed, then send

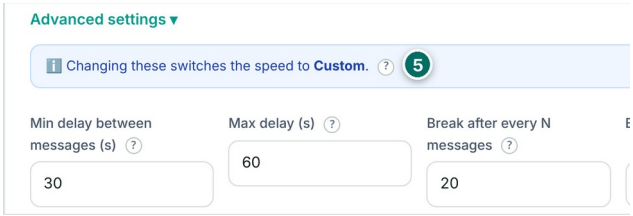
In New campaign → step 3, Speed & send

PingFlock waits a random time between messages & takes short breaks, like a person typing. Pick one of 3 speeds – **Safe** is selected for you.



Speed	Gap between messages	Daily max	Breaks	Best for
1 Safe (Recommended)	About 30–60s	Up to 150/day	5–10 min every 20 messages	New numbers & most sends
2 **Normal**	About 15–30s	Up to 300/day	3–6 min every 30 messages	Numbers active for a while, with replies
3 **Fast**	About 15–22s	Up to 500/day*	2–4 min every 50 messages	Only well-established numbers
5 **Custom**	Your own values	Your own value	Your own values	Anyone who changes Advanced settings

* Your plan's daily limit always applies, e.g. Starter 300/day (free trial 100/day). Every plan keeps at least a **15-second gap** between messages, so Fast runs at about 15–22s.



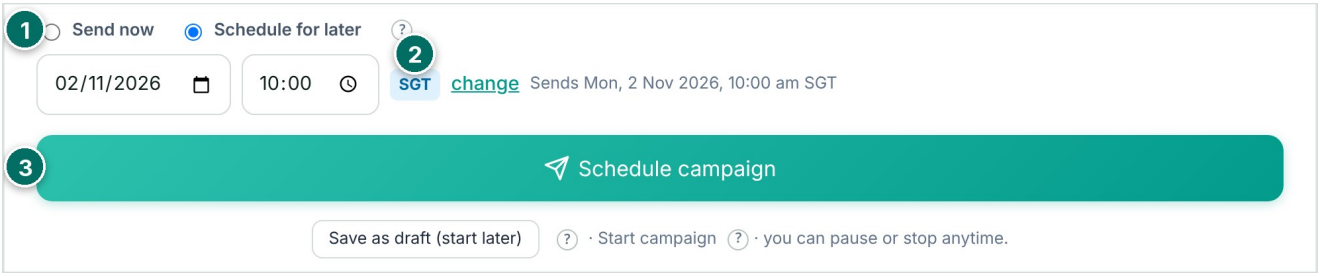
4 The **estimate line** shows roughly how long the send will take (incl. short safety pauses).

5 **Custom:** changing any **Advanced settings** switches the speed to Custom. Your plan minimums still apply. Tap Safe, Normal or Fast to go back.

Tip: Start on Safe. Move up to Normal only after a few days of normal replies (no blocks or complaints). Slower is safer for your number.

Send now or schedule

Under the speed cards, choose when to send:



1. **Send now** starts right away. **Schedule for later** lets you pick a date & time.
2. Your **time zone** is shown next to the time (e.g. SGT). Tap **change** to update it.
3. Tap **Start campaign** (or **Schedule campaign**). Not ready? Tap **Save as draft (start later)**.

> **Good to know:** You can schedule from 2 minutes up to 60 days ahead. Keep your WhatsApp linked at send time. You can **pause or stop** a campaign any time. Scheduled sends use the same speed, breaks & daily limit.

Change your time zone

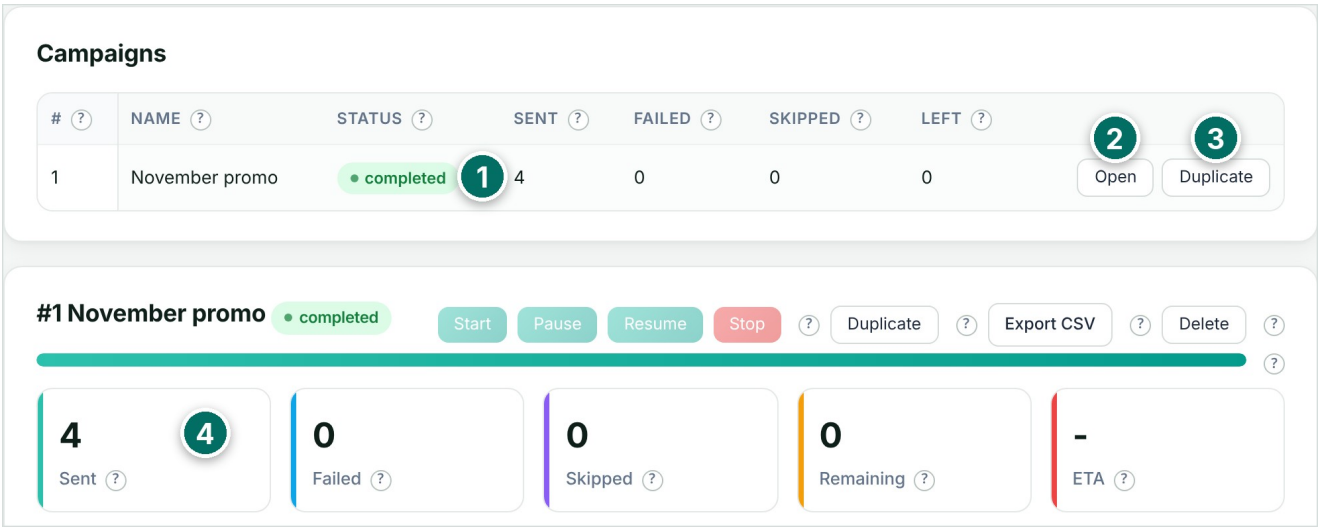
Go to **Settings** → **Time zone**, search your city, pick it & tap **Save time zone**. Daylight saving is handled for you.



7 Track your results

Campaigns & Reports in the left menu

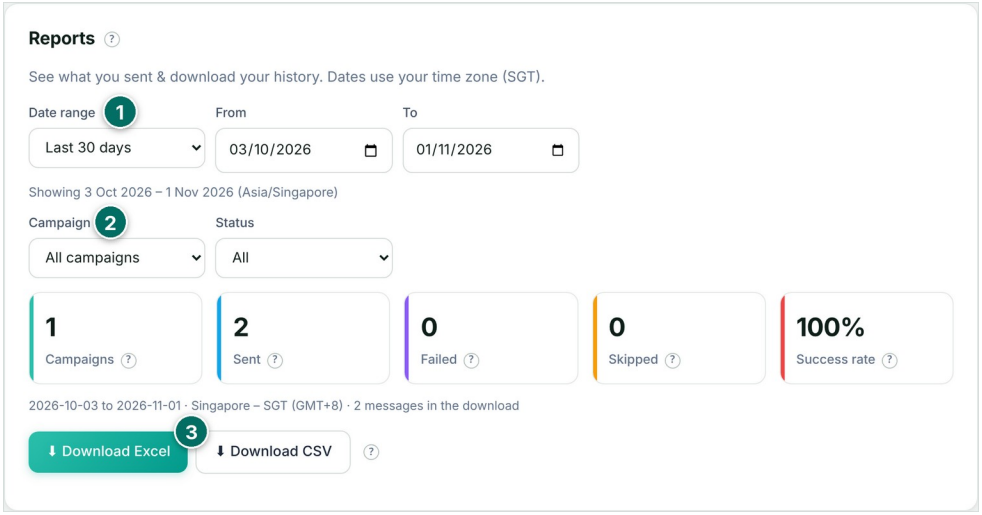
Open **Campaigns** to see every campaign & its progress live.



1. **Status:** draft, scheduled, running, paused or completed.
2. **Open** shows the details, the message that was sent & the controls (Pause, Resume, Stop).
3. **Duplicate** copies the message, contacts & settings into a new campaign – perfect for sending again. (Inside a campaign it is called **Duplicate to send again**.)
4. Live totals: **Sent**, **Failed**, **Skipped** (not on WhatsApp) & **Remaining**.

Reports & downloads

Open **Reports** for totals over any date range (in your time zone):



1. Pick a **Date range** (e.g. Last 30 days) – or set From & To.
2. Filter by **Campaign** or **Status** (Sent, Failed, Skipped).
3. **Download Excel** (Summary & Messages sheets) or **Download CSV**. Each row shows the phone, name, status, time & the **message sent**.

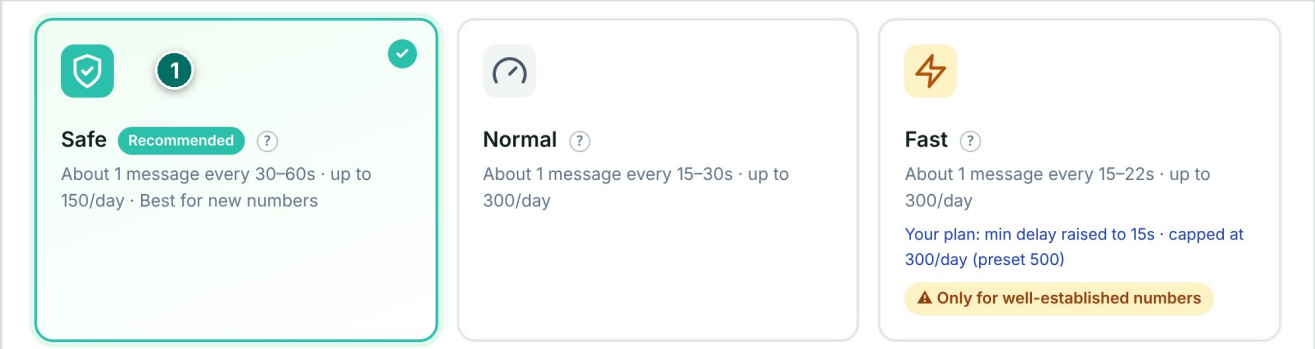
8 Keep your number healthy

Good habits that protect your number & your reputation

Customers reply, buy & stay loyal when messages feel personal & welcome. Follow these simple habits:

✓	**Message people who know you** Only send to customers who gave you their number or agreed to hear from you.
✓	**Keep gentle pacing** Stay on the **Safe** speed with the default delays – PingFlock adds random pauses & breaks for you.
✓	**Personalise** Use **+ Name** & write like a real person. Relevant, useful messages get better replies.
✓	**Always include an opt-out** End with e.g. **"Reply STOP to opt out"** & remove anyone who asks, the same day.
✓	**Start small with a new number** About 20–30 messages a day in the first week, mostly to people who already chat with you, then grow slowly.
✓	**Avoid identical messages to huge lists** Split your list into smaller, relevant groups & vary your wording.
✓	**Send at friendly hours** Roughly 9am to 8pm Singapore time.

Choose the Safe speed



(1) Safe is selected by default – about 1 message every 30–60 seconds, up to 150 a day, with short breaks. See step 6 for all speeds.

Read the rules: Tap **FAQ & Rules** in the app for who you may message & what you can't promote (e.g. alcohol, vapes, drugs or gambling).

9 Plans & upgrading

Launch promo pricing – lock in today's price

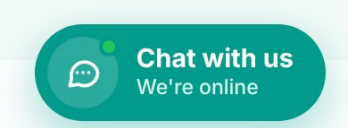
All prices in SGD. Pay yearly & get **2 months free**.

	Starter	Growth MOST POPULAR	Pro
Launch price	**S$29/mo**	**S$69/mo**	**S$149/mo**
Regular price	~~S$49/mo~~	~~S$99/mo~~	~~S$199/mo~~
Yearly (2 months free)	S$290/yr	S$690/yr	S$1,490/yr
Messages per month	5,000	20,000	60,000
Messages per day (gentle pacing)	Up to 300	Up to 1,000	Up to 3,000
WhatsApp numbers	1	3	10
Contacts per campaign	Up to 2,000	Up to 10,000	No cap
Active campaigns at once	3	10	No cap
Images & file attachments	✓	✓	✓
Schedule campaigns in advance	✓	✓	✓
Best for	Small shops getting started	Growing teams with a few numbers	High-volume senders

Free trial: 7 days · 100 messages · 1 number, no card needed.

How to upgrade

1. Go to **pingflock.com** & tap **Chat with us** (bottom-right). It opens a WhatsApp chat with us.
2. Tell us the **plan** you want (monthly or yearly) & your **account email**.
3. Payment is arranged with us on WhatsApp. Your plan is **activated on your account right after**.



The Chat with us button

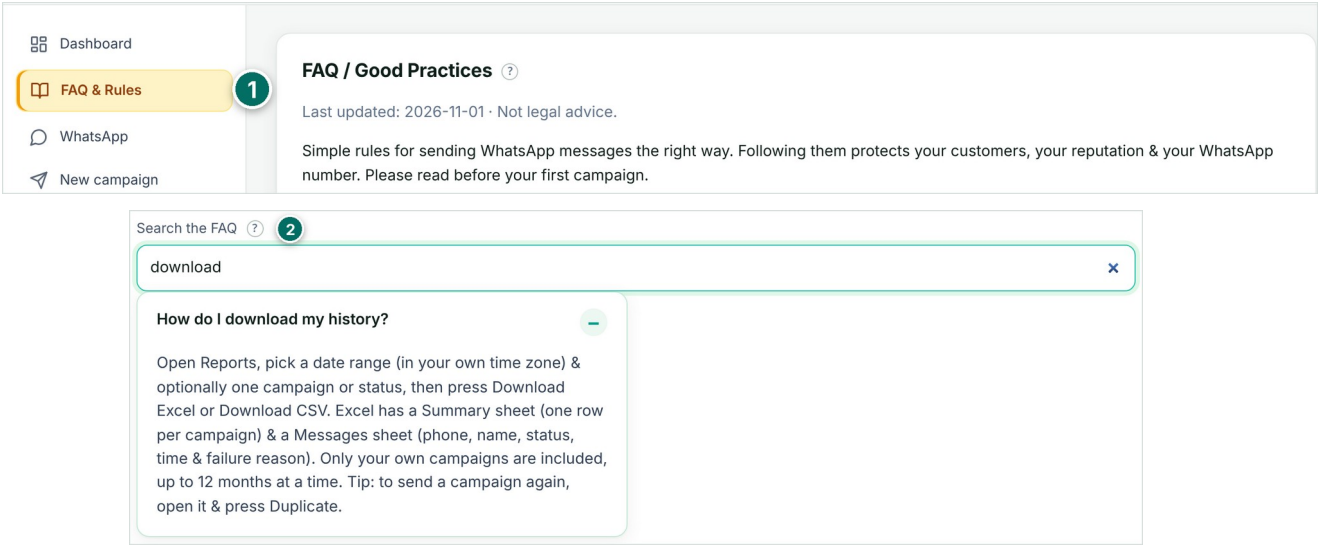
Already signed in? Tap **Plans & pricing** at the top of the app & choose **Get Starter**, **Get Growth** or **Get Pro** – it starts the same chat for you.

10 Need help?

We're happy to help you get started

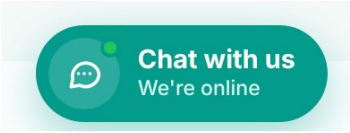
FAQ & Rules (inside the app)

Tap **FAQ & Rules** in the left menu (1). Type a word in **Search the FAQ** (2) – e.g. "download", "schedule" or "stop" – & only matching questions stay on screen. Tap a question to open the answer.



Not sure what a field means? Tap the small **(?)** next to any label for a short explanation.

Chat with us



Tap **Chat with us** at the bottom-right of **pingflock.com** or inside the app. It opens a WhatsApp chat with our team – ask anything, from linking your number to choosing a plan.

Quick checklist

☐ Account created at pingflock.com/signup	☐ Message written with + Name & an opt-out line
☐ WhatsApp number linked (status: connected)	☐ Speed on Safe – send now or schedule
☐ Contacts uploaded or pasted & checked	☐ Results checked in Campaigns & Reports

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