



WhatsApp

WHATSAPP MARKETING

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**Businesses Will Use Whatsapp For Business To
Speak To Their Customers Who Will Receive These
Messages On Their Regular Whatsapp Account**





WhatsApp

BUSINESS FEATURES AVAILABLE

In Whatsapp Business

BUSINESS PROFILE

‘Business Profile’ on your account needs to contain important information such as

- Business Number
- Business Description
- Business Logo



EXTENDED B PROFILE

Furthermore, it should have:

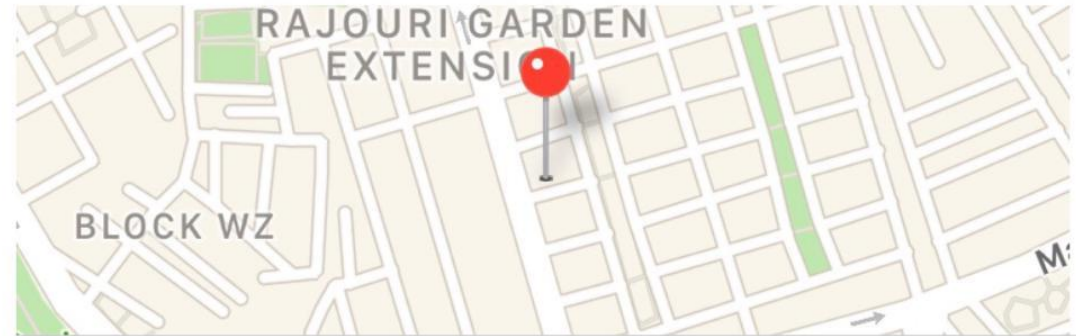
- Business's email ID
- Business Hours
- Address
- Map Location
- Website

Business Hours

Friday

10:30 AM - 6:00 PM

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Category

Professional Services

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SHORT LINK

The short link setting makes it easy for customers to send you a message. Your WhatsApp Business short link will be unique for your account, and you can add it to your website, social media, or add in emails.

Anyone who will click on this link will be redirected your WhatsApp Business account, and they can send you a WhatsApp message to you.

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Short Link



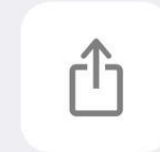
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<https://wa.me/919999722117>

Give your customers a short URL that they can use to start a WhatsApp chat with you.



Copy Link



Share Link

CREATE A DEFAULT MESSAGE

Hello! I'm interested in one of your products...

When customers open your short link, they can edit and send this default message.

MESSAGING TOOLS

The 'Messaging Tools' feature allows you to create message templates which can be sent out to your customers automatically.



AWAY MESSAGE

‘Away’

- messages which are sent when you are unable to respond to them at that time

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Away Message

Send away message



Automatically reply with a message when you are away. Away messages are only sent when the phone has an active internet connection. [Learn more](#)

Schedule

Outside of business hours >

Recipients

16 Excluded >

MESSAGE

Thank you for your message. We're unavailable right now, but will respond as soon as possible. >

AWAY MESSAGE SCHEDULING

Custom Schedule

- If you aren't available between a specific time during the days, you can choose this option.


Business Hours

- Set Business Hours and select the outside business hours option
- WhatsApp will respond with your chosen message outside your business hours.

QUICK REPLY RECIPIENTS

You can even select the recipients you wish to send the Away message.

You can choose between Everyone, Everyone not in the address book, Everyone except, and Only send to.

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Recipients

Everyone


Send to everyone

Exclude my contacts

Send to anyone who isn't in your contacts


 **Everyone except...**

16 contacts excluded



Only send to...

Only send to selected contacts



GREETING MESSAGE

‘Greetings’ messages

- which are sent when you are first interacting with a customer

[< Back](#) **Greeting Message**

Send greeting message

☒

Greet customers when they message you the first time or after 14 days of no activity. These messages won't be sent when your phone doesn't have an active internet connection. [Learn more](#)

Recipients

Exclude my contacts >

MESSAGE

Hi, how are you? >

QUICK REPLIES

‘Quick Replies’

- allows you to set message templates to questions that your customers frequently ask, so you can easily respond to them.

< Back	Quick Replies	+
/24	I will get back to you within 24 Hours. Thanks.	
/callsahil	Hi, Sorry I am currently unavailable could you please call on 8800447887 if it's urgent	
/meeting	Hi when are we meeting?	
/noemail	I am currently travelling. So i wont be able to check my emails.	
/payment	Hi, could you please give an update on the payment...	
/sendemail	Hi, I am currently unavailable. Could you please send an email regarding the same.	

QUICK REPLIES TIPS

Save up to 50 quick replies

You can add images and smileys in this message

Write the shortcut while replying and your save quick message will automatically be sent

CUSTOM QUICK REPLY

Enter the actual message to be sent to the customer

Relatable shortcut that you can remember

Keyword lets you find the shortcuts faster

Cancel

New Quick Reply

Save

Enter Message

/Shortcut

+ Add keyword

Enter up to 3 keywords (maximum 15 characters each). This will help you find shortcuts faster.

LABELS (ANDROID*)

This feature helps you to organize your chats.

You can label your customers according to your needs.

Labels give a seamless workflow experience.

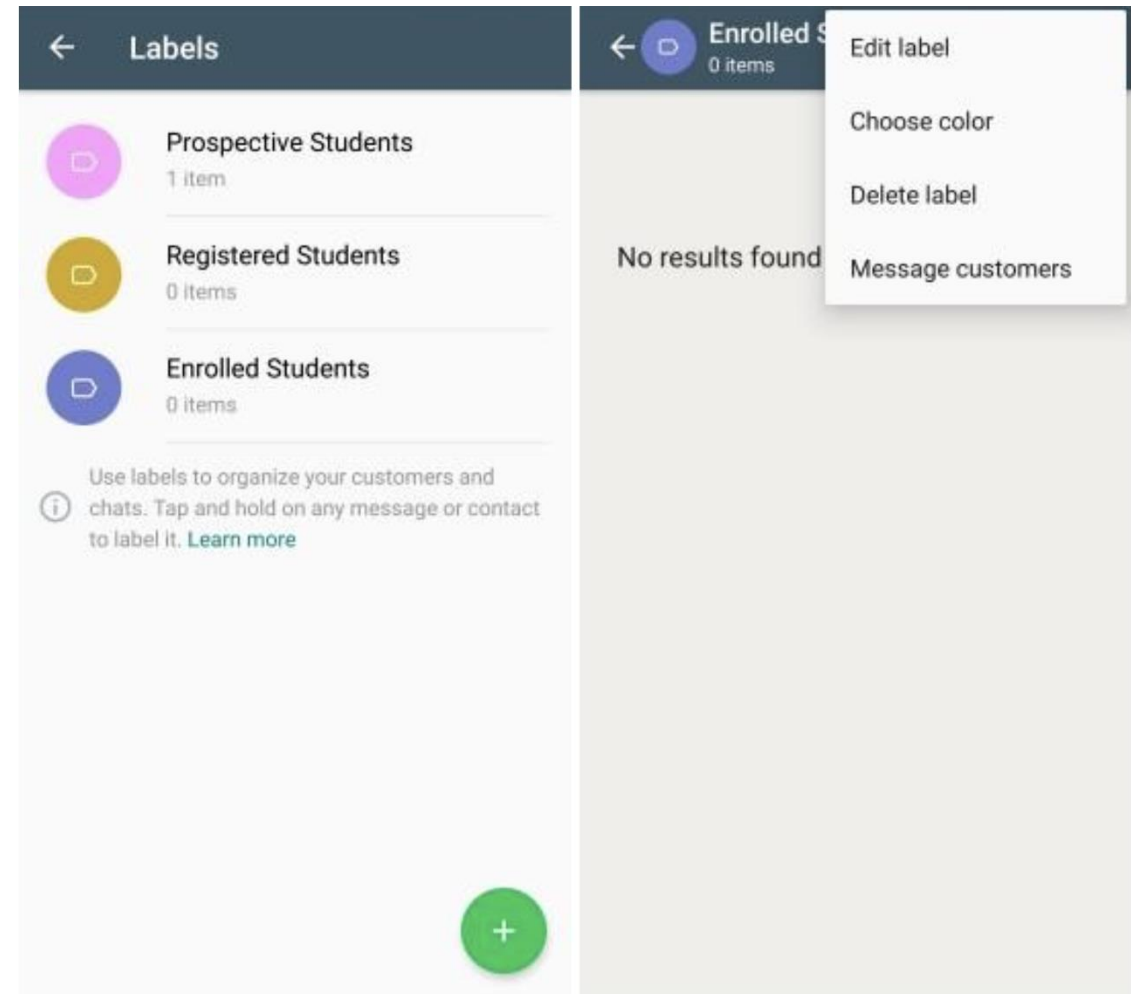
For example, you can set up labels like a

“Prospective customer”

“Unpaid orders”


“New customers”

“Completed orders”



LABELS- HOW?

To add a label to a chat, hold the conversation and then tap on label option from the menu.



Here, you can either click on any of the five default labels or create your Label.



To view chats by the label, tap on Menu icon – Labels and tap on the label name.

WHATSAPP BUSINESS TIPS

Don't spam

Appreciate
Feedback

Deals and
Discount
Status

Focusing
on Quality
Service

THANKS😊

