

Introduction to Business Profile & Marketing

Using WhatsApp and Facebook to boost your business



WhatsApp Business Profile

Download
Whatsapp
Business

Create
Professional
Account

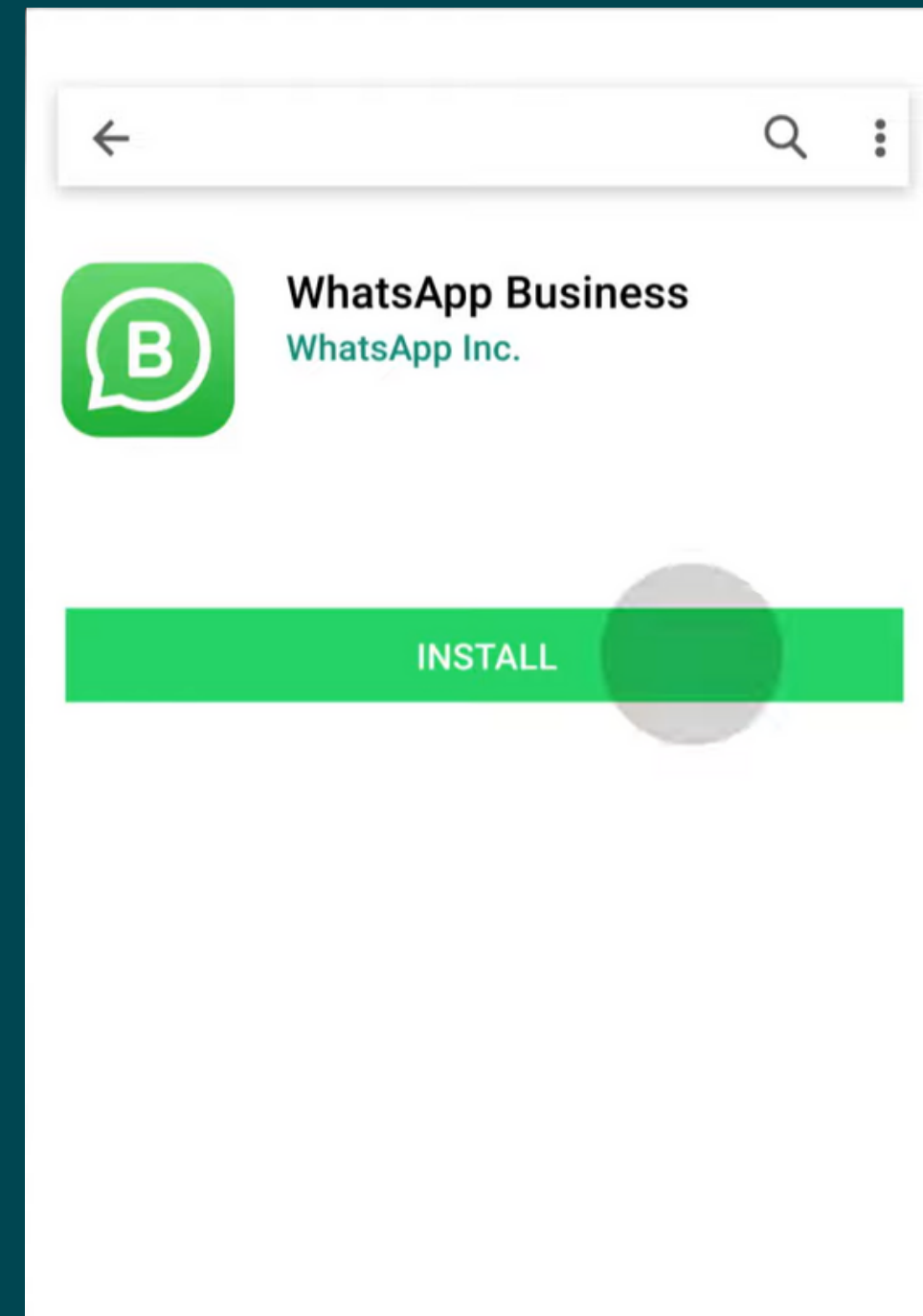
Explore
Business
Tools

Create
and Join
Groups



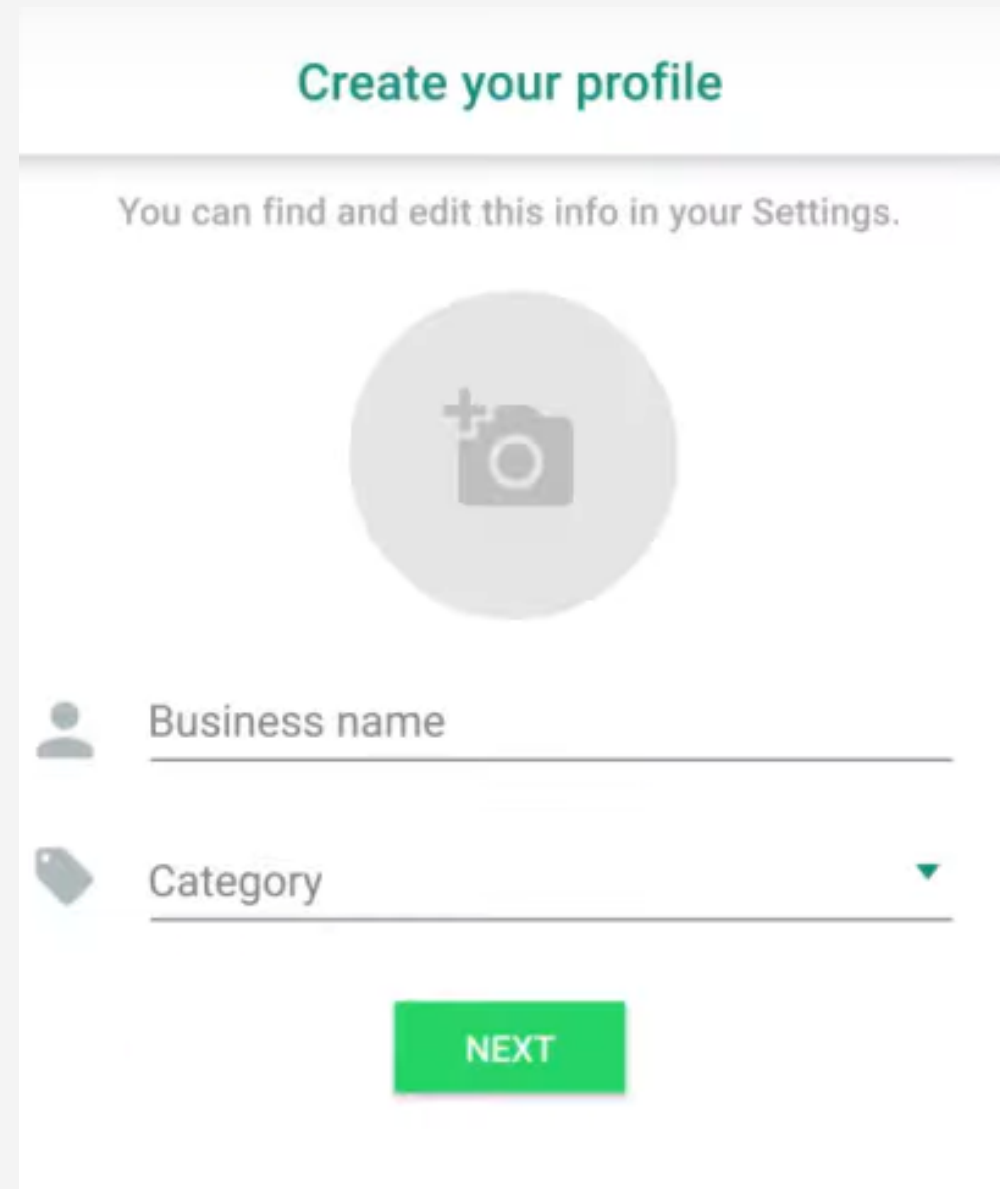
Download Whatsapp Business

- Go to the play store
- Search WhatsApp Business
- Click INSTALL



Create Professional Account

Provide Your
Business Name
Category and
Profile Picture



The screenshot shows a mobile app interface for creating a professional profile. At the top, the title 'Create your profile' is in a teal font. Below it, a subtitle reads 'You can find and edit this info in your Settings.' in a smaller, grey font. The main content area features a large, light grey circular placeholder for a profile picture, containing a camera icon with a plus sign. Below this, there are two input fields: the first is labeled 'Business name' with a person icon to its left, and the second is labeled 'Category' with a tag icon to its left and a dropdown arrow to its right. At the bottom center, there is a green rectangular button with the word 'NEXT' in white capital letters.



Explore business tools

Find and set up all tools for your business

Business profile

Manage hours and business information

Catalog

Showcase products and services

Messaging tools

Set up automatic responses

EXPLORE

NOT NOW

Start Building Your Business Profile

Explore Business Tools



Status

Catalog

Greeting Message

Quick Replies

Away Message

Lables

Star Messages

Broadcast

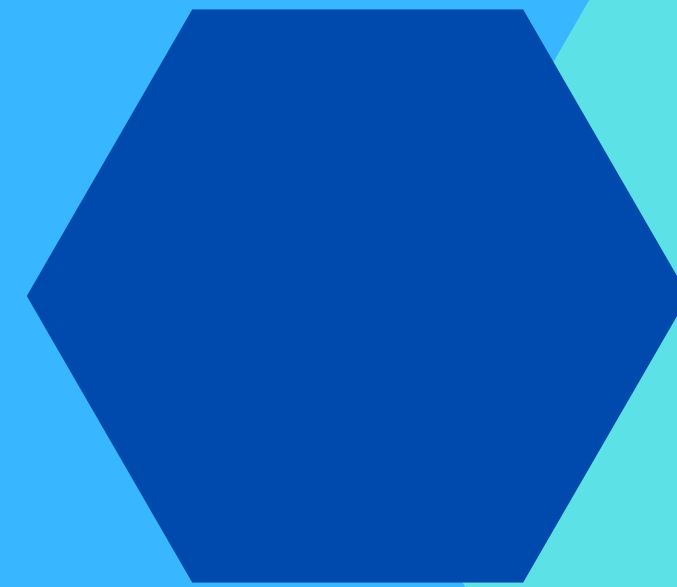
Create and Join Groups

- Join the Groups
- Create Your Own groups.
- More Groups > More People.
- Share Advertisements.
- Add Labels after sharing advertising.
- Use Software to grab numbers from groups.

Facebook Business Profile



Facebook Business Tools



Groups

Facebook Page

Posts

Facebook Marketplace

Stories

Facebook Analytics

Join Facebook Groups



- **Join the groups.**
- **Use Bold And Large text.**
- **With Image OR Without Image posts.**
- **Create a Facebook Page with Your Agency Name.**

Instagram Business Profile



Instagram Business Tools



Posts

Instagram Insights

Reels

Connect to facebook

Stories

**Creating content related to our
services**

Tricks and tips For Follow Up

[Back to Agenda Page](#)

**Share motivation
thoughts**

Reply to status

**Keep status when
customer online**

**Share informative
content**

**Share similar services
details**

**Brand Awareness is
important**



Thank You