

Discovery

Once your WABA Approval is in place and your Business Phone Number has been verified, you can help customers discover your business and grow your brand presence on WhatsApp. Discovery that leads to customers initiating a conversation with your business on your WhatsApp Business Phone Number, can be accomplished with the following tools:

Click-to-Chat web links

- Publish these web links on your website or in your direct-to-customer communication channels like SMS, email, etc. and automatically redirect customers into a conversation with your business on WhatsApp Web.
- The web link format is:
`https://wa.me/<BusinessPhoneNumberinE.164Format>?text=<urlencodedtext>`
- For example, if your Business Phone Number is +91 7834811114, your deep link can be
<https://wa.me/917834811114?text=Hi%20there>

Click-to-Chat deep links

- Embed these deep links in your mobile app or mobile ads to automatically redirect customers into a conversation with your business on WhatsApp.
- The deep link format is:
`whatsapp://send?phone=<BusinessPhoneNumberinE.164Format>&text=<urlencodedtext>`
- For example, if your Business Phone Number is +91 7834811114, your deep link can be
<whatsapp://send?phone=917834811114&text=Hi%20there>

Facebook Ads that Click-to-WhatsApp (CTWA)

- Facebook and Instagram Ads that Click-to-WhatsApp are an effective way for businesses to get discovered and for customers to chat with them on WhatsApp.
- This feature allows people to easily start a message thread in WhatsApp directly from Facebook or Instagram. When a person taps on an ad that clicks-to-WhatsApp, they will be transferred to a pre-filled WhatsApp chat where they can message your business quickly. Learn how to get started with this feature [here](#).
- We recommend that you register the same Facebook Business Manager ID (through which you run your Facebook/Instagram ads) during the WABA application process. This feature will then become available to you.

Sending notifications on WhatsApp

To send a notification to a customer on WhatsApp, you must have:

An explicit opt-in from that customer indicating his consent to receive messages from your business on WhatsApp (Read more about [WhatsApp requirements](#) below)

The notification message must be in the form of a message template that has been pre-approved by WhatsApp.

- Message Templates are transactional message templates that your business will send to customers over WhatsApp.
- Good examples of Message Templates are credit card payment reminders, e-commerce order delivery status updates, loan approval status changes, policy change notice, etc.
- Message Templates cannot have any promotional or remarketing content, such as cross-selling or up-selling products. This is strictly against WhatsApp policy and will be rejected during the approval process.
- WhatsApp has an upper limit of 250 message templates per WhatsApp Business account (WABA). It can be extended by raising a special request to WhatsApp with valid justification to a maximum of 1500 templates.
- Currently WhatsApp support text and rich media (image, document, and video) and location message templates

WhatsApp Template creation guidelines

Always adhere to the WhatsApp Business [policy](#) and commerce [policy](#).

The template must be simplistic and clearly non-promotional. Make it sound like you are notifying / alerting someone about a recent action.

The template CANNOT be a message that of type - 1:100. WhatsApp rejects promotional templates that they think will cause a spam-like experience.

The template verbiage must be such that the variable values can be replaced. This is to inform you that, your insurance policy with policy number {{2}} has a premium amount of {{3}} which is due for payment on date {{4}}.

Media Templates must have a clear caption paragraph. The user must be able to understand what the contents of the media from the message / caption would be.

If you need to write a message template to reopen the 24-hour window, it is suggested that the templates start with some reference to the previous conversation.

In case dispute needs to be raised with WhatsApp, the business use case of the template along with sample values must be shared.

Avoid floating variable {{1}} {{2}} i.e., consecutive variables specified immediately as these do not give WhatsApp clarity on the possible values.

Make it a point to always stick to the content languages as per specified in the 'language' field of a template.

CTA Button templates must have genuine website links (static part) that must be accessible for