

## 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.