**Title:** Execution of WhatsApp Campaign Messages  
**Department:** IT  
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**1. Purpose**

To outline the standard procedure for initiating, verifying, and executing WhatsApp campaign messages in coordination with project/product owners, ensuring efficient delivery.

**2. Scope**

This SOP is applicable to all internal teams responsible for executing WhatsApp messaging campaigns using Idarah’s WhatsApp Services.

**3. Roles & Responsibilities**

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| |  |  | | --- | --- | | **Role** | **Responsibility** | | Project/Product Owner | Provides message template and contact details | | IT team | Uploads message template, verifies numbers, and executes campaign | |  |
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**4. Procedure**

**Step 1: Receive Message Template from Product/Project Owner**

* The campaign initiates with the product or project owner submitting a finalized message template.
* The message should follow WhatsApp’s communication policies.

**Step 2: Upload Template to META for Verification**

* The IT Team uploads the template to Meta’s server for verification.
* Template verification by Meta typically takes **up to 24 hours**.

**Step 3: Prepare the Recipient Contact List**

* Collect the list of mobile numbers from the relevant team.
* All mobile numbers must:
  + Include a valid country code (e.g., +91, +971)
  + Be verified (i.e., opted-in or eligible for campaign messaging)

**Step 4: Review Budget Allocation**

* Before proceeding with the campaign, verify if the campaign fits within the existing WhatsApp messaging quota/budget.
* If not, kindly take the budget for the campaign.

**Step 5: Execute the Campaign**

* Once the template is approved and the recipient list is verified:
  + Upload the contacts to the campaign tool.
  + Schedule or send the campaign as per planned timelines.

**5. Timeline Overview**

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| **Task** | **Duration** |
| Template Creation & Submission | 1 day |
| Template Verification (by Meta) | Up to 24 hours |
| Contact List Collection & Verification | 1 day |
| Campaign Execution | As scheduled |