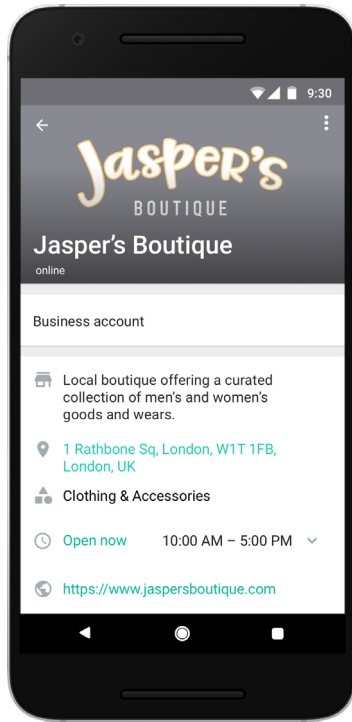


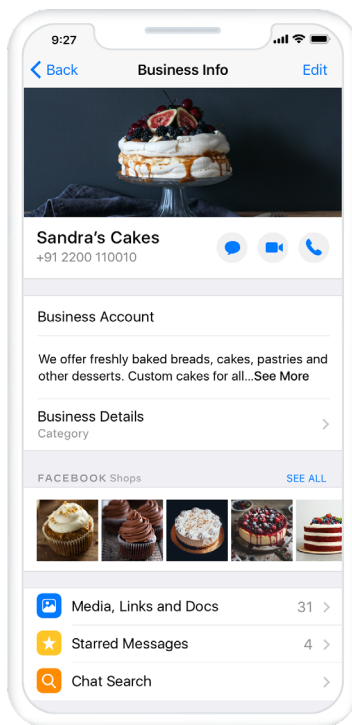


WhatsApp Business App: Introduction

Easily interact with customers using free tools to automate, sort and quickly respond to messages.



Business profile on Android



Business profile on iOS

What is the WhatsApp Business app?

The WhatsApp Business app is free to download and was built with the small business owner in mind. Use the app to communicate with your customers throughout their purchase process and build trust with new customers so they can shop with confidence.

Why use the WhatsApp Business app?

WhatsApp is used by more than 2 billion people around the world and that's not just messaging between friends and family. People want to communicate with businesses through messaging.¹ We're in a new age, where digital connection is more important than ever:

- COVID-19 has made digital innovation even more important. Since the beginning of the pandemic, total messaging has increased more than 50%²
- Three quarters of small and midsize businesses planning to reopen after the lockdown say they'll do so with new, digital-first, business models³

As a small business, think about what your customers need during this time, and how you can pivot your business to align in this changing market.

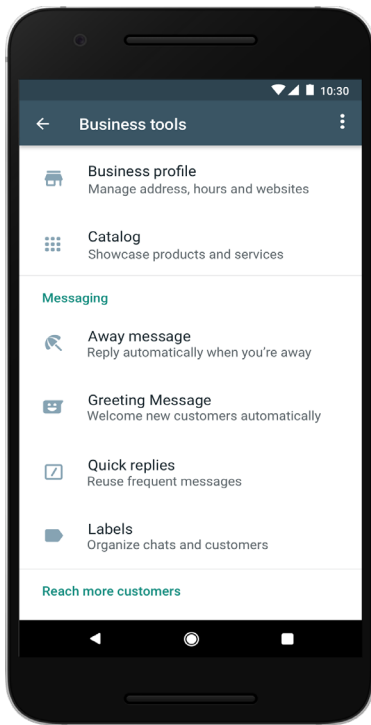
The WhatsApp Business app is free, easy-to-use and can help you:

- **Build strong customer relationships:** Whether you're talking to a loyal customer or someone brand new to your business, the WhatsApp Business app bridges the digital divide and allows you to respond instantly to incoming messages, assist sales, and signal your business credibility with a virtual storefront.
- **Showcase your products and services:** The Business app offers special tools to help make transactions easier, like catalog, cart and payments*. Add and remove products or services from your digital store, set prices and share items with customers in just a few taps.
- **Save time and energy:** Greet new customers automatically with a custom welcome message, use shortcuts to respond to common questions fast, and reply instantly to customers even when you're not available. The WhatsApp Business app also helps you stay organized by keeping your business and personal conversations separate.

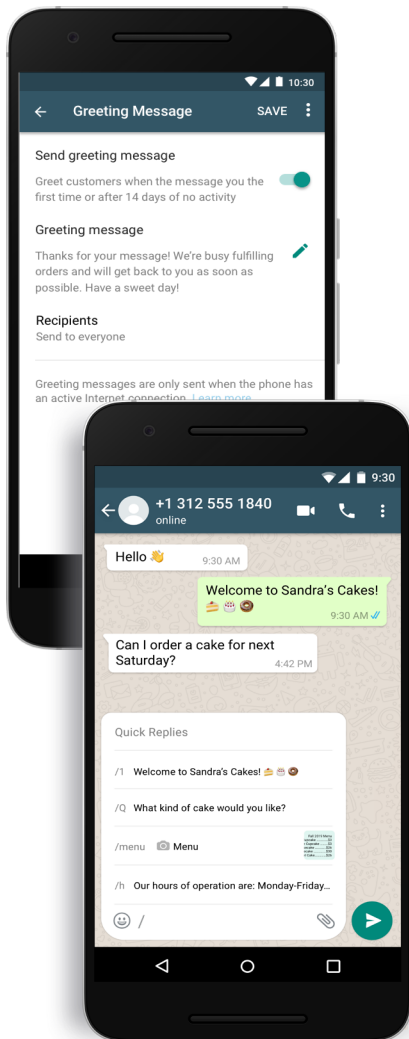
¹The Harris Poll, M/F 18+, US (N=2,001), UK (N=1,034), Mexico (N=1,039), Indonesia (N=1,019), India (N=1,023), Germany (N=1,022), Brazil (N=1,076); 09/2020

²Facebook internal data; 04/2020; <https://www.facebook.com/business/news/insights/5-reasons-messaging-is-taking-flight-with-travelers>

³Facebook/OECD/World Bank (2020). The Future of Business Survey; <https://dataforgood.fb.com/global-state-of-smb>



WhatsApp Business tools on Android



A business using quick replies

Get started

1. **Download** the WhatsApp Business app from the Google Play Store or Apple App Store.
2. **Register** your business phone number by opening the app and following the prompts. You can easily migrate your chats from an existing WhatsApp account.
3. **Create an account.** Fill in your business name, select a business category and choose a profile picture. Your profile picture can be a photo of your store, your products, or even your business logo.
4. **Complete your business profile.** From your chats screen, tap “**More Options**” (⋮) on Android or “**Settings**” on iPhone. Then, tap “**Business tools**” and “**Business Profile.**” Here, you can add important information like your business description, hours and more. It’s important to complete your profile because this is what customers will see when they first encounter your business on WhatsApp. A complete business profile can help you build trust with new customers and establish your business credibility online.

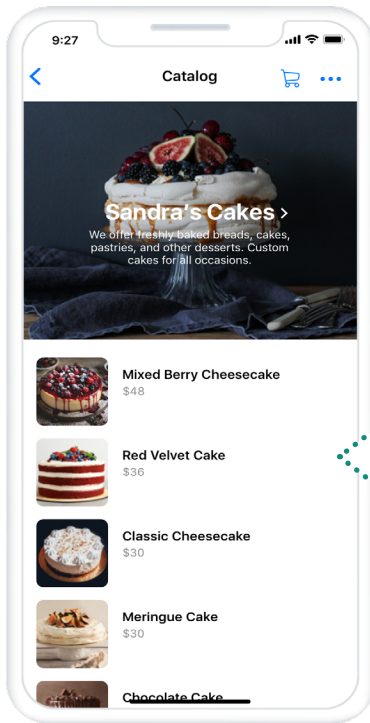
Explore your Business tools

Foundational tools

- **Business profile:** A place to make a great first impression with helpful information like your business logo, location, business description, email address and link to your Facebook page. [Learn more](#)
- **QR codes & short links:** Make it easy for customers to connect with you—without having to save your phone number first. Share your unique, WhatsApp Business QR code or short link across social media, email, and other platforms to enable new and existing customers to instantly start a conversation with your business. [Learn more](#)

Messaging tools

- **Greeting:** Send a custom welcome message to new customers the moment they start a conversation. [Learn more](#)
- **Away message:** Respond automatically to messages received outside your business hours, letting customers know when you’ll be back. [Learn more](#)
- **Quick replies:** Answer frequently-asked questions in just a few taps (up to 50!) [Learn more](#)
- **Labels:** Create custom labels to track payment statuses or to mark conversations by importance. Keep customer chats and orders organized. [Learn more](#)



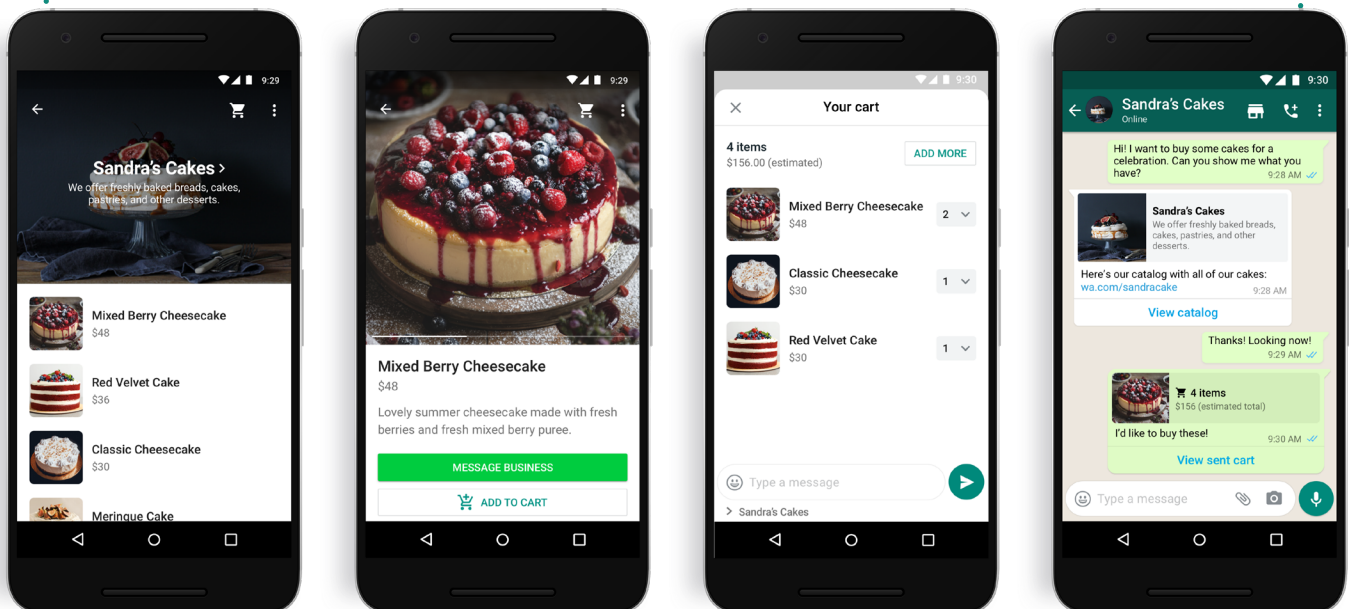
WhatsApp catalog on iOS

Shopping tools

- **Catalog:** Showcase your products and services and share links to specific items on WhatsApp, Facebook, and Instagram—all from within the app. Customers can easily view your catalog from a chat by tapping the shopping button (🛒) next to your business name. [Learn more](#)
- **Cart:** Simplifies order management for you and streamlines the shopping experience for your customers, so they can easily choose items from your catalog to send as a single message. [Learn more](#)

More than 40 million people around the world view a business catalog on WhatsApp each month⁴

Your customers can use catalog and cart to submit orders within WhatsApp



More resources

- [Blueprint course: Communicate with Customers on WhatsApp](#)
- [Video: How to use messaging tools on WhatsApp Business](#)

⁴WhatsApp internal data; 07/2020