



MODULE 3: Digital Communication, Content Sharing and Responsible Practices. How to share the digital content through digital platforms?

CONTENT 3.2: How to use a messaging application: Whatsapp Business



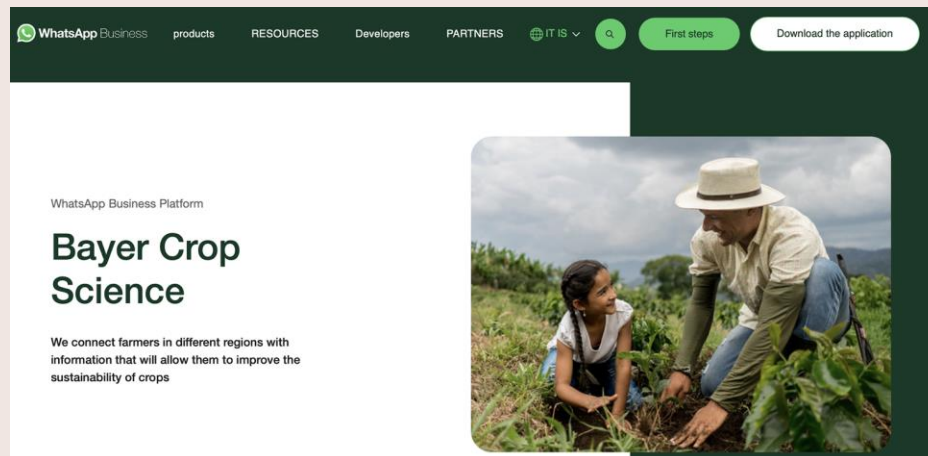
Step 1: HOW TO REGISTER ON WHATSAPP



Step 2: CREATING A BUSINESS ACCOUNT







Step 3: HOW TO USE WHATSAPP BUSINESS

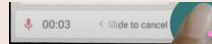


Step 3: HOW TO USE WHATSAPP: BASIC

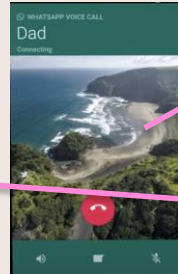
Start a chat:

Touch  or  and then search for or select a contact to send him a message. Write a message in the text field. Then, it's time  or  to send.

Send a voice message: Tap and hold:

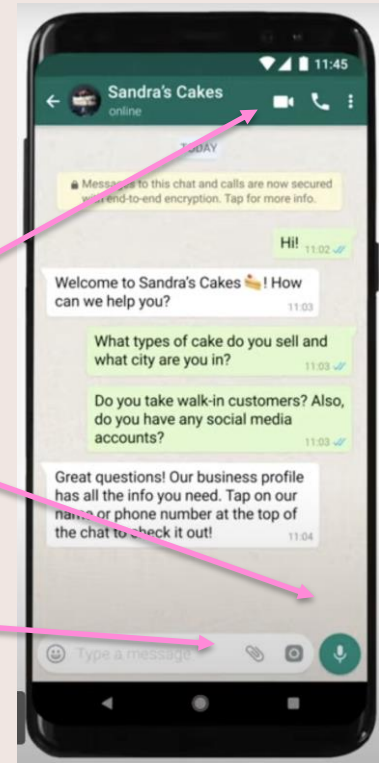
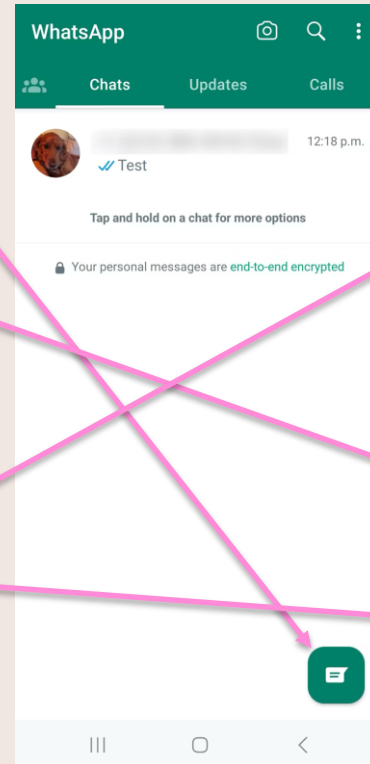
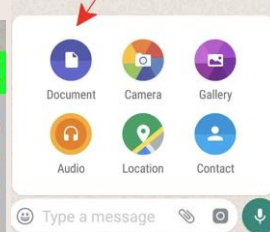


Calls: Voice or video: Tap and hold:




Emojis, photos, attachments

- Document, location, contact...



Step 3: HOW TO USE WHATSAPP BUSINESS: ADVANCED

The WhatsApp Business application gives you several tools to help you manage your company effectively. To explore these tools, go to the chat screen. Tap on **More Options**  on *Android* or **Settings** on *iPhone*. Then, tap **Tools** for the company.

Catalog:

Display and share your products and services from your company account. shopping button

Tags:

Organize conversations with your customers in useful categories, such as "New customers" or "Pending orders".

Advert:

Promote a new product or service on Instagram or Facebook via Whatsapp

Direct link:

Make it easier for your new customers to communicate with you. Share the automatically generated direct link with new customers so that they can send messages to your company.

Messaging tools:

Use WhatsApp message templates to create key conversations in advance. Create automated welcome messages to interact with new customers. Set up absence messages to inform customers when you will be available or create quick answers to answer frequently asked questions.

Step 3: HOW TO USE WHATSAPP BUSINESS

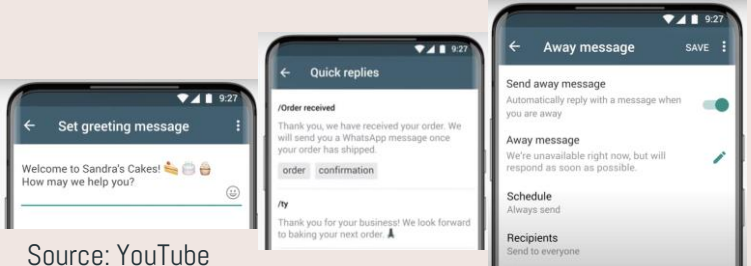
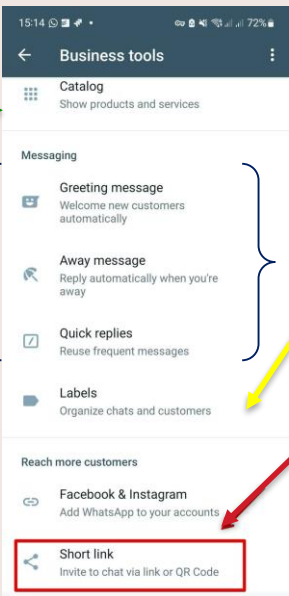
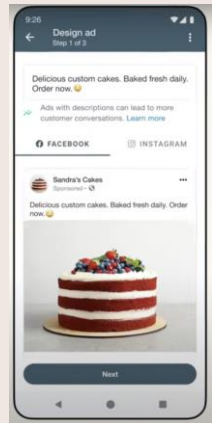
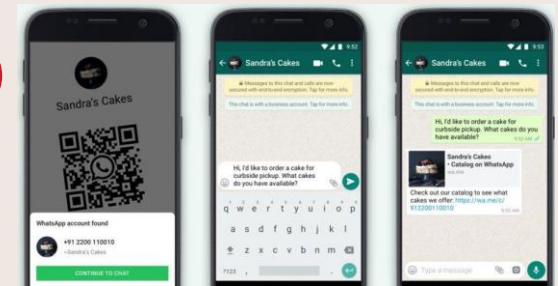
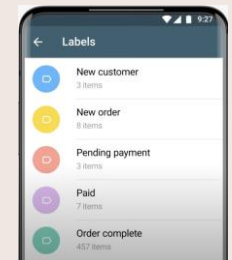
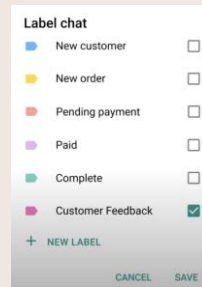
Catalog:

Tags:

Direct link:

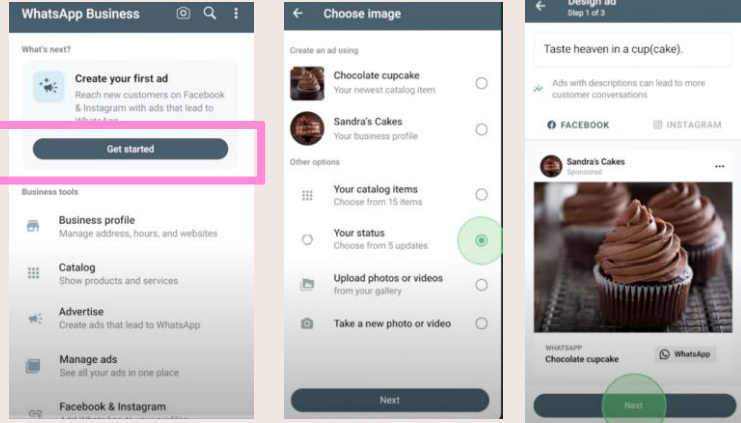
Messaging tools:

Advert:



Step 3: HOW TO USE WHATSAPP BUSINESS

Step 1: Design the ad



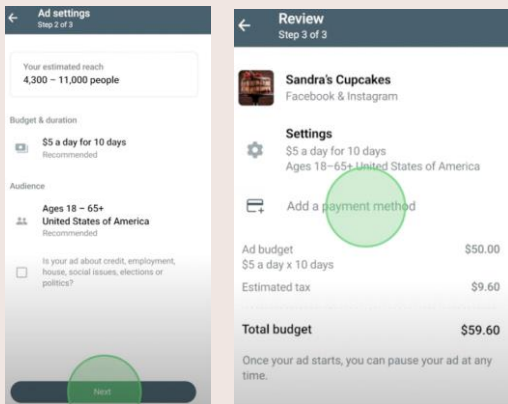
Advertisement

from Whatsapp to appear on other networks and have customers contact you by Whatsapp.

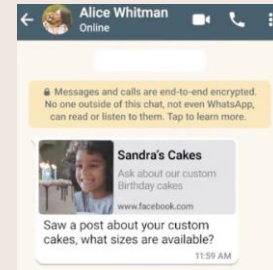
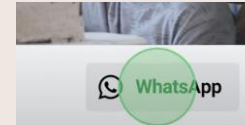
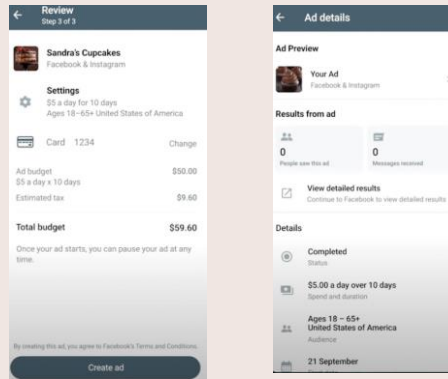
Step 4: Appearance



Step 2: Settings and payment



Step 3: Revision



VIDEO

Advert:

Make sure your ad images are:

- Clear
- In focus
- Simple



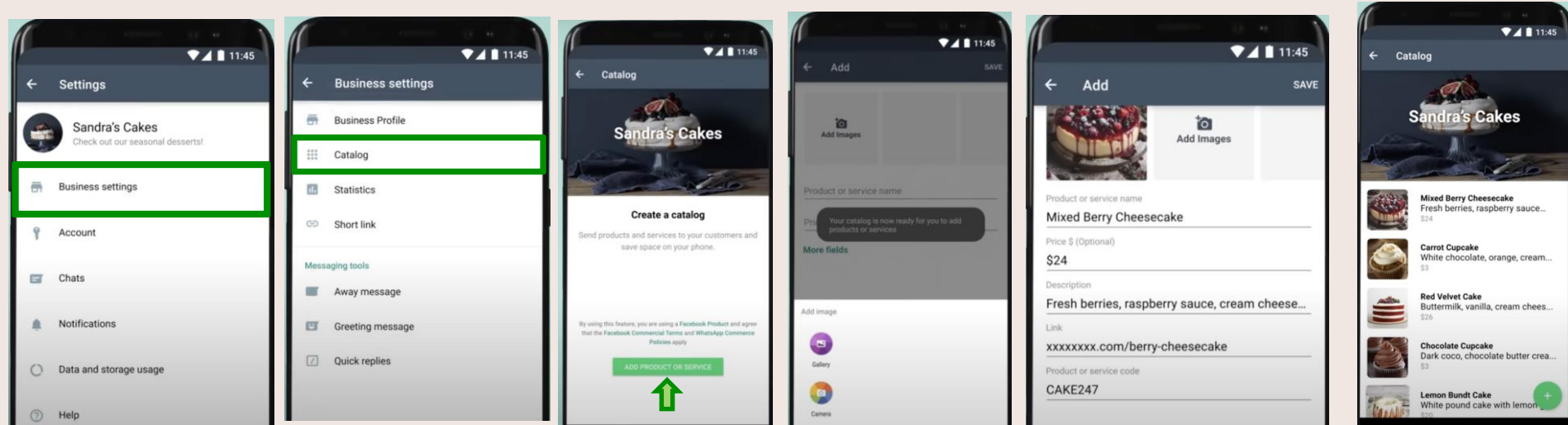
<https://www.youtube.com/watch?v=TgZ-9sfo5i0>

<https://www.youtube.com/watch?v=L90OADNuDL4&t=58s>

Step 3: HOW TO USE WHATSAPP BUSINESS

Catalog:

How to create a catalogue and add products and services?

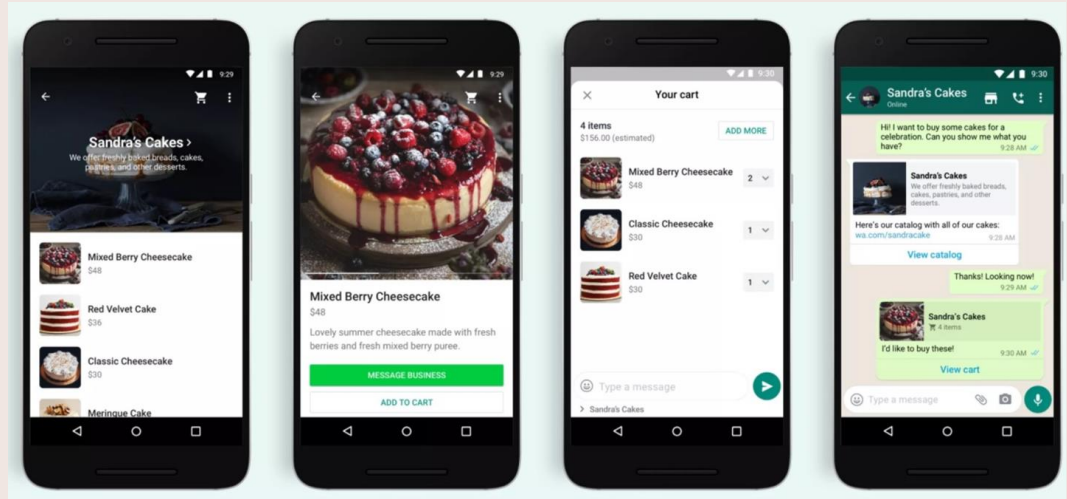
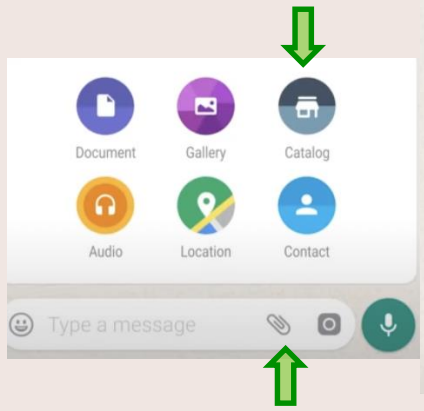


Step 3: HOW TO USE WHATSAPP BUSINESS

Catalog:

How do I send my catalogue to my customers?

How do people order?



VIDEO

Catalog:

How to use catalog on
WhatsApp Business

<https://youtu.be/goTSdlcwyqs>

VIDEO

Catalog:

Then, tap **More**
options > Hide >
HIDE



<https://www.youtube.com/watch?v=lzJgcZh9b2w>

Step 3: HOW TO USE WHATSAPP BUSINESS

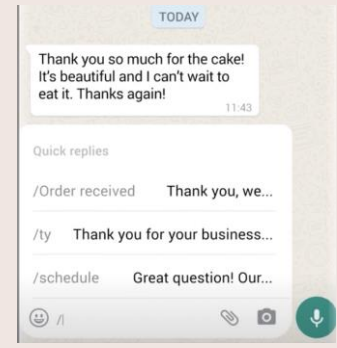
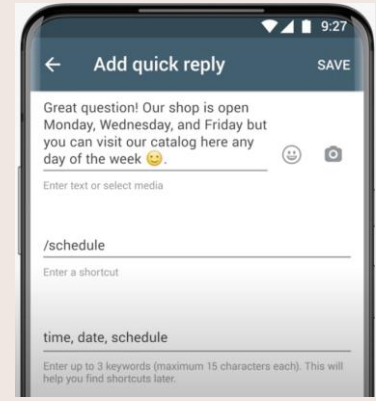
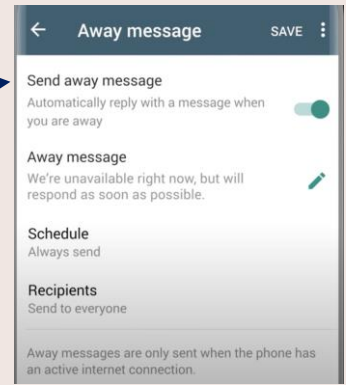
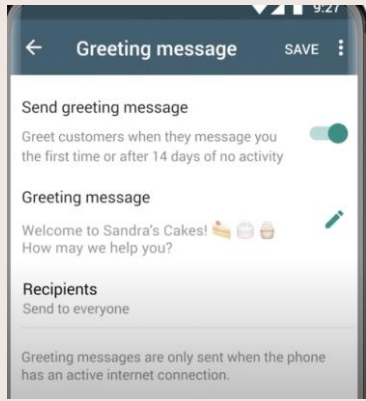
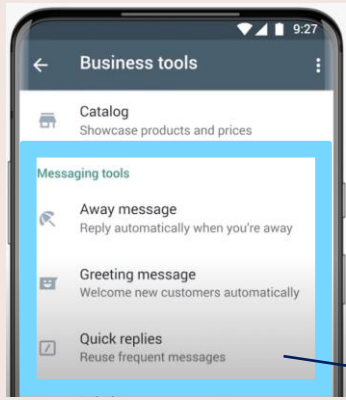
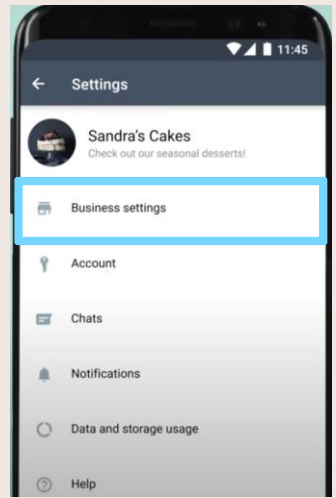
Messaging tools:

3 types

Greeting message

Away message

Quick replies



VIDEO

Messaging
tools:

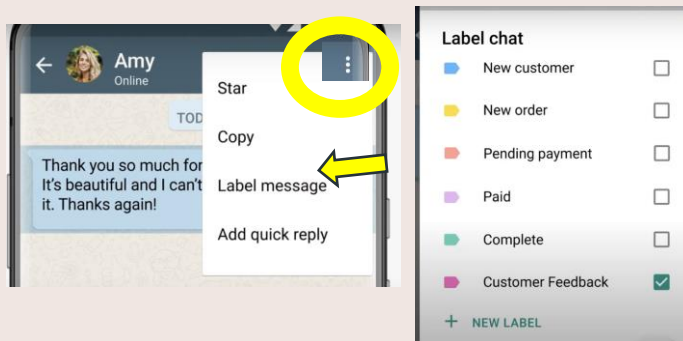


The WhatsApp Business
app is here to help

Step 3: HOW TO USE WHATSAPP BUSINESS

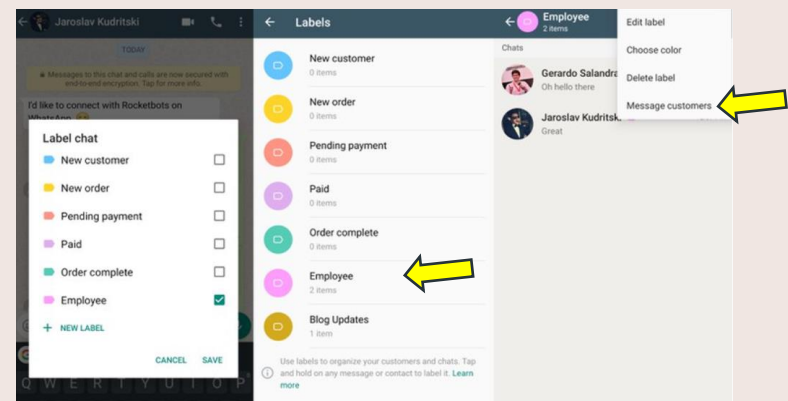
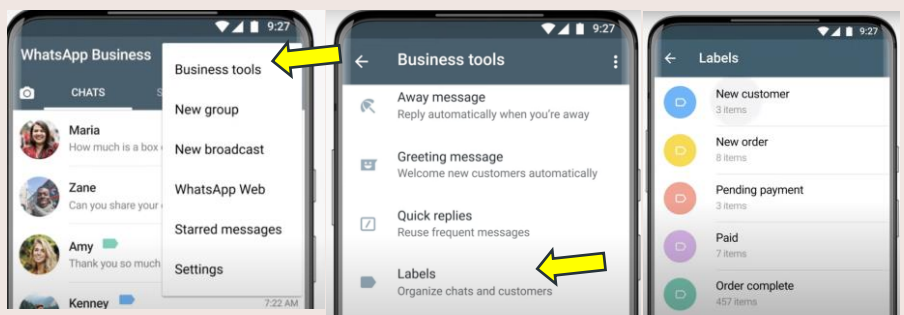
Tags:

1. Tag a chat



2. See your labels and n° of people

3. Send message per tag (send the same message to all contacts of that tag) "We remind you of the pending payment of your orders".



VIDEO

Tags:



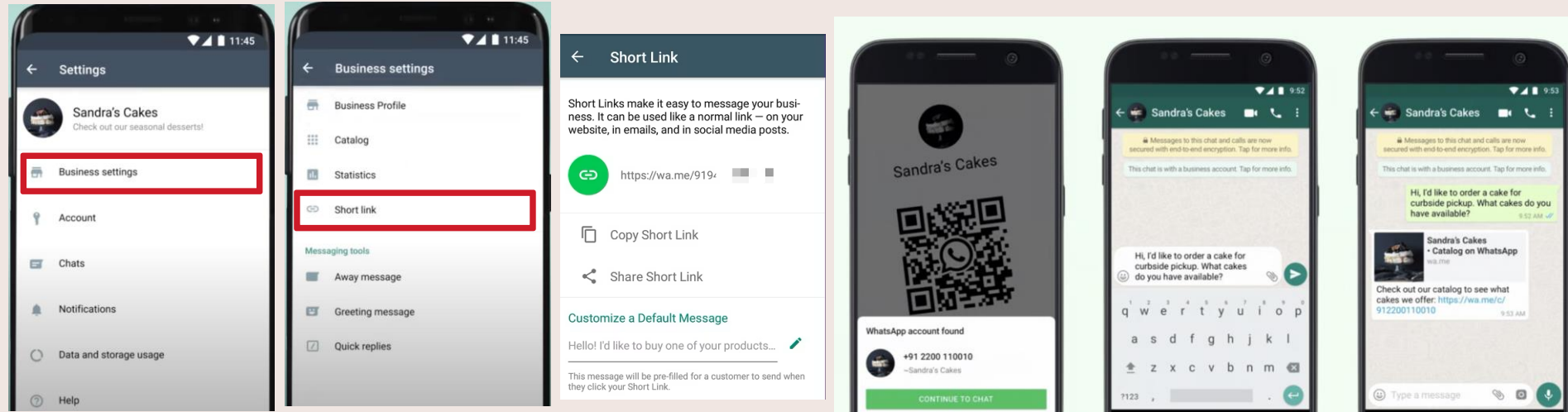
Labels help keep important chats
and messages organized



Step 3: HOW TO USE WHATSAPP BUSINESS

Direct link:

Your customers will only have to click to chat with your company directly.



Useful links

- [Whatsapp Business account: Whatsapp web centre](#)
- [Whatsapp for small businesses: youtube videos list](#)
- [Blog about Whatsapp Business](#)



References

CONTENTS

- [Manual PDF webinar WhatsApp Business](#)
- [Whatsapp account: Whatsapp web centre](#)
- [WhatsApp Business account: WhatsApp centre](#)
- <https://www.openfarm.es/blog/uso-whatsapp-marketing-negocios/>
- https://www.whatsapp.com/coronavirus/get-started-business?lang=es_LA

IMAGES

- Freepik
- [Whatsapp account: Whatsapp web centre](#)

