



Why Use WhatsApp Business?

It's a free app that lets you message customers quickly, share photos and manage chats professionally, all from your phone.

Step 1: Download WhatsApp Business

- Go to your phone's app store (Google Play Store or Apple App Store).
- Search for **WhatsApp Business** and download it (not regular WhatsApp).

Step 2: Set Up Your Business Profile

- Open the app and agree to the terms.
- Enter your business phone number (can be the same as your personal number or a different one).
- Verify your number via SMS.
- Enter your business name and select a category (e.g., Security Services).
- Add a profile picture (your logo or a photo).

Step 3: Add Business Info

- Tap the **three dots** (menu) or **Settings**, then **Business tools > Business profile**.
- Add your address, business hours, website and a short description.

Step 4: Start Messaging Customers

- Tap the **chat icon** to start a new message.
- Select or add a customer's phone number (make sure they have WhatsApp).
- Type your message and hit send.

Step 5: Send Photos, Videos or Documents

- In a chat, tap the **paperclip** icon (attach).
- Choose to send **photos, videos, documents** or **contacts**.
- Select the file or snap a photo to share instantly.

Step 6: Use Quick Replies to Save Time

- Go to **Settings > Business tools > Quick replies**.
- Create short messages you use a lot, like “Thanks for your enquiry! We’ll get back to you shortly.”
- When chatting, type / plus your shortcut to quickly insert the message.

Step 7: Label Your Chats (Optional)

- Long-press a chat, then tap **Label** to organise customers (e.g., New Leads, Completed Jobs).
- Helps you keep track of where each customer is in the process.

Step 8: Broadcast Messages (Optional)

- Tap the **three dots** menu > **New broadcast**.
- Select multiple contacts to send the same message without creating a group.
- Good for sending updates or offers.

Quick Tips

- Respond promptly to build trust.
- Keep your profile info updated.