

Disclaimer: This information is provided as a courtesy and is not an endorsement of any kind. Please do your own research and due diligence.

WhatsApp is a free, multi-platform instant messaging and Voice over IP (VoIP) service owned by Meta Platforms that allows users to send text, voice, and video messages, as well as make voice and video calls over the internet. Launched in May 2009 by Brian Acton and Jan Koum and acquired by Facebook in February 2014, it requires only a mobile phone number to register and currently serves over 3 billion monthly active users as of May 2025.

Key features and operational details include:

- End-to-end encryption ensures that personal messages and calls remain private, with no one outside the chat, not even WhatsApp, able to read or listen to them.
- The app supports group chats, real-time location sharing, and the ability to share various media types like images, documents, and GIFs across mobile, tablet, and desktop devices.
- While the service is free to use, data charges may apply if the user is roaming or if their mobile provider charges for SMS verification messages.
- In the European Union, the minimum age to use the service is 16, requiring parental consent for younger users under the GDPR.

WhatsApp FAQs:

- WhatsApp is supported on Android, Apple iOS, Web, Windows and Mac.
- The Main Whatsapp Help Center: <https://faq.whatsapp.com/>
- How to register for WhatsApp for Business
<https://faq.whatsapp.com/1344487902959714>

WhatsApp Business Basics (from Google Gemini)

To set up WhatsApp for Business, **download the free app** from the Google Play Store or Apple App Store, then **register and verify** a unique business phone number via SMS or voice call. Once verified, you can **create a business profile** by adding your name,

category, logo, description, hours of operation, location, and product catalog directly within the app.

For larger enterprises requiring automation and API access, you can instead **create a WhatsApp Business Account (WABA)** through **Meta Business Suite** or via a **Business Solution Provider**. This advanced setup involves **business verification, billing configuration, and message template approval** before you can send messages at scale.

Key setup differences between the two options include:

- **WhatsApp Business App:** Free, suitable for small businesses, limited to one device and one phone number, with built-in tools like auto-replies and catalogs.
- **WhatsApp Business API:** Paid per message, supports multiple agents and integrations, requires a verified business portfolio, and is managed through third-party platforms or Meta Business Suite.

What's App Business Best Practices

- WhatsApp Marketing offers a distinct advantage. It's not just another channel; it's a tool that brings your message directly into your customer's personal space – their chat app. This is better than email and texting.
- WhatsApp Personal is free (no charge). On the Business App, usually the first 1000 chats are free before you are charged. Use a phone number that is separate from your personal phone number to make it easier to segregate messages.
- Some things to avoid: Fill in all the profile field details. Don't leave half empty. This lets people know you are a real business. Use same logo and profile photo that is displayed on your social media and website for consistency. Use Square for payment processing.
- Create an auto greeting message for when customers/potential customers reach out. Also create an "away" message so they don't wonder why you didn't reach back out right away.
- This is conversational marketing so make sure text chats are warm and not cold and robotic.
- Have rich and professional looking photos and images.
- Create customization and personalized segmentation so messages go to selected groups called Labels. Make the messages personalized, less generic.

- Create clicks or QR codes to other places, i.e., websites, emails, and social media, etc., so they can get to your WhatsApp quickly and easily.
- Check your metrics – opens, etc.

Deciding what is best for your business

- WhatsApp personal (no cost). Good for a way for customers can reach out to you whether they have an android or IOS phone. No cellular data required if they have access to WIFI. But you will not have a special business profile set up.
- WhatsApp Business will allow you to set up a special business profile and you will have access to many of the bells and whistles needed to converse and send out communications to clients. Only good for one device and WhatsApp Business Best Practices
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Sample of YouTube Videos

1. How to create WhatsApp account (TechLifeUnity, 377K views, 2:10)
2. How to Use WhatsApp – 2025 Beginner’s Guide (Howfinity, 772K views, 10:21)
https://youtu.be/sghayXZ_RK0?si=rRXTNiSuA1UqA_5
3. Getting Started with WhatsApp: A Simple Tech Topic Guide (Bobology, 1.1K views, 23:17)
4. WhatsApp vs WhatsApp Business | Key Differences Explained (Megs Hollis, 22K views, 6:18)
5. The Only WhatsApp Business Tutorial You Will Ever Need (Hubspot Marketing, 342K views, 11:24) <https://youtu.be/xNuGOJYzDZQ?si=r8SNKgmUVBVHWwEb>
6. Benefits of Using WhatsApp for Business (LearnwithShopify, 55K views, 10:06)
https://youtube.com/shorts/E6R1wTHgGK4?si=rbi0JRKEjXnN8y_n
7. How to use WhatsApp for Business App (Howfinity, 5.7K, 3:46)
8. How to Use WhatsApp Marketing for your Business (Hubspot Marketing, 77K views, 19:20)

Free Resources:

A free guide to WhatsApp Marketing: <https://botpenguin.com/ebook/whatsapp-marketing>

A step-by-step guide to using WhatsApp: <https://www.wikihow.com/Use-WhatsApp>

Android Authority, a guide to WhatsApp on Android phones:

<https://www.androidauthority.com/how-to-use-whatsapp-1097088/>

AgeUK’s guide to using WhatsApp: <https://www.ageuk.org.uk/information-advice/work-learning/technology-internet/whatsapp/>

BeConnected (Australian Government) Guide to using WhatsApp:

<https://beconnected.esafety.gov.au/topic-library/connecting-to-others/how-to-use-whatsapp>