

WhatsApp Business Basics

Quick Guide — profile, catalog, auto-replies, broadcasts, labels

Already on WhatsApp? One afternoon of setup turns your number into a professional business presence — complete with a product catalog, automatic replies, and a broadcast list that reaches every customer at once.

WHAT'S IN THIS GUIDE

- 01 Setting up — download, register, and profile
- 02 Building your product catalog
- 03 Messaging tools — greeting, away, quick replies
- 04 Broadcasts and labels
- 05 Professional habits and setup checklist

Want the full guide? Download *WhatsApp Business Basics* — the complete version — at cadigitalcity.com

1. Download WhatsApp Business

Search WhatsApp Business in the Play Store. Install the official app by WhatsApp LLC — green icon with a B. It is free.

2. Register your business number

Open the app, enter your business phone number, verify with the SMS code sent to you.

3. Set your business name

Use the name your customers know. This cannot be changed easily later — get it right.

4. Complete your profile

Three dots > Settings > your business name. Fill in every field:

- **Profile photo** — your logo or a clear product/workspace image.
- **Category** — choose what best describes your business.
- **Description** — specific, not vague. What you sell, what makes you different, what to do next.
- **Address and hours** — accurate. Customers use these to decide when and how to contact you.
- **Website and email** — add both if you have them.

A blank or incomplete profile tells customers you are not serious about your business. Fifteen minutes of setup does the work of a full-page advertisement.

Three dots > Settings > Business Tools > Catalog. Tap + Add item for each product.

For every item include: a clear photo, a specific name, the price, and a description that answers questions before they are asked.

- **Bad:** "Laptop — \$150"
- **Good:** "HP EliteBook 840 G5 — 8GB RAM, 256GB SSD, sourced from SA, fully tested, 30-day guarantee — \$150"

Share catalog items directly in any chat via the attachment icon > Catalog. Richer than sending a photo. Faster than typing specs. More professional than both.

Greeting message

Sent automatically when a new customer first messages you. Three dots > Settings > Business Tools > Greeting Message.

Welcome to [Business Name]. Thank you for getting in touch. We offer [what you sell]. We respond within the hour, Mon–Sat 8am–6pm. Browse our catalog: [link]

Away message

Sent automatically outside your business hours. Three dots > Settings > Business Tools > Away Message.

Thank you for your message. Our hours are Mon–Sat, 8am–6pm. We will reply first thing when we open. Browse our catalog in the meantime.

Quick replies

Saved responses you send with a single tap. Three dots > Settings > Business Tools > Quick Replies. Set up at minimum:

- **/pay** — your payment details
- **/delivery** — delivery options and timeframe
- **/hours** — your business hours
- **/location** — your address with map link
- **/catalog** — link to your product catalog

Broadcast list

Send one message to up to 256 contacts at once. Each receives it as a private message — not a group. Three dots > New Broadcast.

Broadcasts only reach contacts who have saved your number. Ask every new customer to save your number. Make it a habit.

Use broadcasts for: new stock arrivals, special offers, business updates, and useful tips. Two to three per week maximum. Make every one worth reading.

Labels

Tag conversations to track every customer's status. Three dots > Labels. Suggested system:

- **New enquiry** — messaged, not yet committed
- **Order confirmed** — agreed to buy
- **Awaiting payment** — order ready, payment pending
- **Paid** — payment confirmed
- **Completed** — done

Three habits that compound

- **Respond fast** — the first credible response often wins the sale. Aim for within the hour during business hours.
- **Write properly** — no abbreviations, no text-speak. A professional message signals a professional business.
- **Review labels daily** - start and end each day by checking pending payments and who needs follow-up.

Full setup checklist

- ✓ App downloaded and registered on business number
- ✓ Business name set correctly
- ✓ Profile photo uploaded — logo or clear product image
- ✓ Business category selected
- ✓ Description written — specific, not vague
- ✓ Address and hours entered accurately
- ✓ At least five products in catalog with photos, prices, descriptions
- ✓ Greeting message written and enabled
- ✓ Away message written and scheduled
- ✓ Five quick replies created: /pay /delivery /hours /location /catalog
- ✓ Label system set up
- ✓ Business number added to all other digital profiles

Take the Digital Citizenship Pledge

cadigitalcity.com/pledge

Want to go deeper?

WhatsApp Business Basics — the complete guide — covers every feature in full with examples and professional scripts. Available at cadigitalcity.com.

Also in the series: Your First Email · Your First Smartphone · Am I Being Scammed?

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