



# WhatsApp for Business

Marketing, sales and support via the #1 messaging app



## Reach your customers via the world's most popular messenger app.

With two billion monthly active users - 58 million in Germany alone - WhatsApp is the global standard in private communication. This also makes the easily-recognizable green speech bubble the top choice for digital customer communication.



With WhatsApp Business, companies leverage the benefits of private chat communication in a professional context. Have personalized conversations with your customers in a casual environment and gain more leads thanks to automated chatbot flows and target group-specific newsletters.

We provide you with **all the tips and tools** you need to benefit from WhatsApp in customer communication.

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# Advantages of WhatsApp in business

Apart from its impressive user numbers, WhatsApp also has plenty of special features that make the app an important part of modern customer communication.



**Global, age-independent reach.** WhatsApp users are spread all over the world, fall into every age group and open the app multiple times a day. It's no wonder that mobile messages have an [open rate of 98 percent](#) (in comparison, emails average just 20 percent).



**Low barrier.** Unlike other channels, WhatsApp is already optimized for all popular devices. It runs on [mobile, desktop and in browsers](#). Your customers don't need to open a website or download various apps to use the channel. It's right at their fingertips, and in their pocket.



**Messaging is a habit.** Unlike email and hotlines, WhatsApp feels convenient and fast - because customers are constantly using the app anyway. Depending on the age group, [users open the app at least 23 times daily](#) on average and send more than 100 billion messages each day. This constant attention guarantees that business notifications and messages are read.



**Multimedia support.** Just like in private communication, [sending videos, images, and audio](#) is also becoming more and more important for companies. WhatsApp has everything you need when it comes to multimedia interactions and users already know how to use it.



# App vs. Platform - features & data privacy

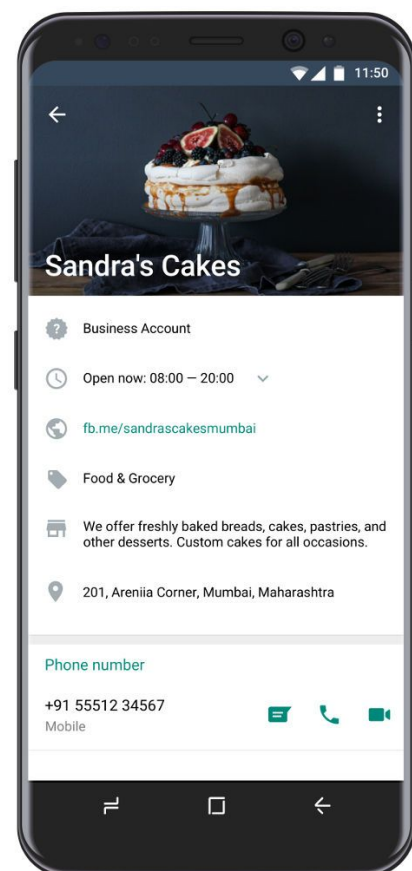
WhatsApp offers two different options for use at enterprise businesses. These differ greatly from each other in terms of features, costs and application options.

Knowing which one to choose depends primarily on the size of your company. Let's take a closer look at the two applications.

## WhatsApp Business App

The WhatsApp Business App is an out-of-the-box solution suitable for **small businesses** - hairdressers, dentists, small online stores and local businesses.

Like the app for private use, this application is free to download for Android and iPhone. However, the feature set for businesses is pretty straightforward. These include a company profile, quick replies, chat labels, product catalogs, automatic replies and broadcasting (sending mass messages to up to 256 contacts).



However, the business app has **many limitations**:

- Limited use to five specified end devices (device-bound)
- No message forwarding
- Missing professional support and marketing features
- Doesn't support chatbots
- ⚠️ Since it must be paired with a smartphone, the business app is **not fully GDPR-compliant**. Therefore, it's not possible to use it in professional customer communication.

## How to get started with the app

### 1. Use a separate phone number

If you use your personal phone, the app will ask if you want to use your current number for WhatsApp Business. Likely not, otherwise you'll receive your private and business communication in one app.

### 2. Download the app

Get the version you need in the [Apple App Store](#) or [Google Play Store](#) and open the app. Click "Accept & Continue."

### 3. Allow or block access to your contacts

If you grant access, your WhatsApp contacts will be displayed as usual with names instead of numbers. Be aware that this is controversial from a data privacy point of view, because even contacts who do not use WhatsApp (or not anymore) will be read in your contact list. It's best to first discuss it with your data protection officer and [read more about it in our article](#).

### 4. Create your profile

Set your company name, profile picture (logo) and a company category.

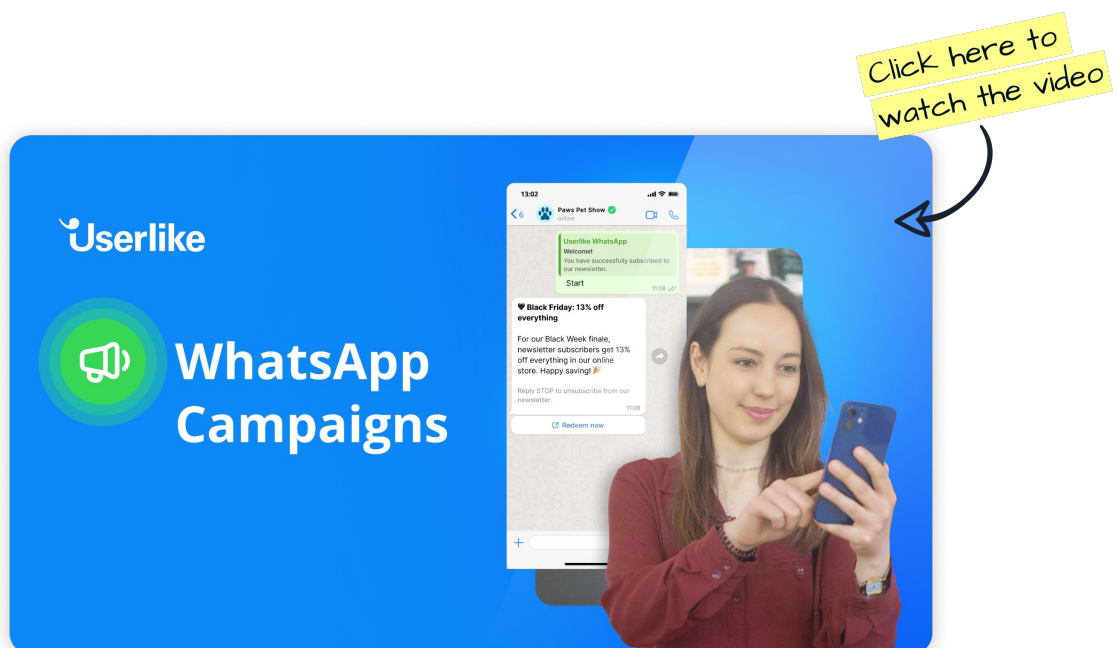
# WhatsApp Business Platform



The WhatsApp Business Platform is designed for **medium and large companies** with professional sales and support teams. The application is scalable and can easily be connected to your existing customer communication software and business processes.

Unlike the app, the platform is not provided by WhatsApp itself, but by an official **WhatsApp Business Partner**, such as [Userlike](#). The partner software solution you choose is connected to your WhatsApp account via the [WhatsApp Business API](#) (technical interface). This means that there is not just "the one" WhatsApp Business Platform.

Various providers created platform solutions that are the same in terms of basic functions, but differ when it comes to their feature range. Not every provider has a newsletter or chatbots, for example. Therefore, choosing the right WhatsApp Business Partner for your use case is important.



Connecting your WhatsApp account to the Business Platform requires a few more steps than just installing the Business App. However, it ensures companies have the **necessary requirements** to use WhatsApp professionally in compliance with **data privacy laws**:

- A central WhatsApp inbox for your sales, marketing and support team.
- Team members each get their own account and can log in from any device (device-independent).
- Professional features for marketing and support, depending on the software provider. With Userlike, e.g. internal comments, customer profiles, live translations, intelligent routing, chatbots, newsletters, CRM integration, role assignment and rights, etc.
-  GDPR-compliant use of WhatsApp

Companies from a wide range of industries, including language schools, construction companies, online stores and well-known brands such as Decathlon and Toyota are already successfully using WhatsApp in their customer communication via the WhatsApp Business Platform.

## How to get started with the WhatsApp Business Platform

### 1. **Choose a platform provider**

The feature range and monthly costs vary from provider to provider. With Userlike, you process the link directly in the Business Platform. For an overview of all Userlike benefits, keep scrolling or [click here](#).

### 2. **Create your WhatsApp Business account**

Once you choose a provider, the next step is to create your WhatsApp Business account and verify your business in Facebook Business Manager.

### 3. **Enter API key**

Enter the generated WhatsApp API key in the WhatsApp Business Platform - and start messaging!



## WhatsApp Business App

vs.

## WhatsApp Business Platform



Small businesses		Target Group		Medium to large businesses
Download WhatsApp Business		Access		Via Business Solution Provider
Direct access		Approval		Verification Process
1 Account		Users		Unlimited
Free		Pricing		Provider costs incl. 1000 free conversations per month
No		GDPR-compliant		Yes
Greetings, away messages & quick replies		Automation		Chatbot connection
Send Broadcasts to up to 256 contacts		Broadcasts		Via message templates

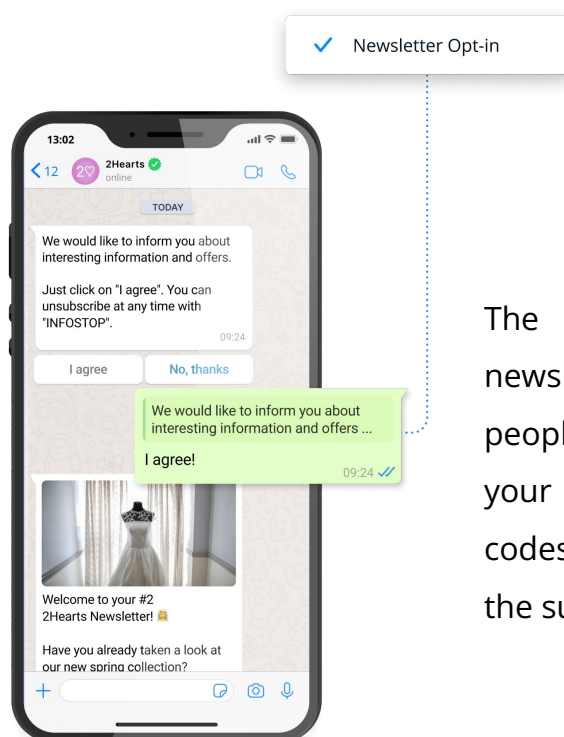
# WhatsApp Business Platform rules

Wondering why WhatsApp open rates are so much higher than email?

WhatsApp messages are highly relevant because spam messages and advertising banners aren't allowed in the app. To ensure that WhatsApp remains a positive and significant channel, it has rules to protect it.

## Clear consent (Opt-in)

You may only send messages to people who (1) first sent you a message or (2) actively agreed to receive WhatsApp messages from your company. For example, by providing their phone number in the registration form or ticking a box during checkout.



The opt-in works similarly to email newsletters. Send a consent message to people who have expressed interest in your WhatsApp service (e.g. discount codes or delivery updates) to confirm the subscription again (= double opt-in).



## 24-hour service window

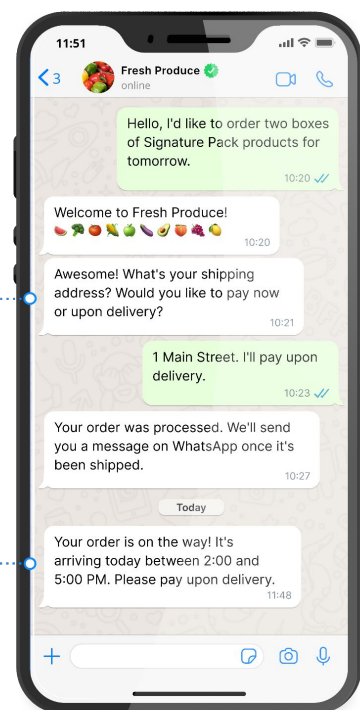
The WhatsApp Business Platform's special feature is its "service window." This means companies have 24 hours to respond to an incoming message. Messaging should maintain its speed, even in customer communication. This rule is intended to encourage companies to respond to inquiries within a quick and reasonable time frame.

If you miss the 24-hour window, you can still reply to the contact, but only with a so-called template message. Create different message templates in the Platform, e.g. to answer FAQs or for late replies. For example, *"Sorry it took a moment to respond. Do you still need help with your request?"* Once the contact responds to your template message, you can exchange free session messages as usual.

## Message templates

Message templates play an important role in the WhatsApp Business Platform. They're not only used to reactivate "expired" conversations, but also let you automate important processes, such as sending order confirmations, appointment reminders or newsletters.

Session  
message



Message  
templates

A message template is created via the WhatsApp Business Platform, e.g. by Userlike, and submitted to WhatsApp with one click. WhatsApp approves it within a few minutes. Message templates are allowed to contain interchangeable text modules {{1}}, so that you don't have to request a new template approval for every product and customer name. Small changes are even approved in a few seconds thanks to auto-release, as long as the template retains its purpose.

**Campaigns**

- All campaigns
- Subscribers
- Message templates**
- Campaign channels

**Header (optional)**

Header type: Image

Example header image \*  
Choose file No file chosen

**Body**

Body text \*  
Hello {{1}}, here's new offers for you and your pet! 🐾  
**Just click on the link below** to check them out. Your Paws Pet Shop in Cologne is looking forward to your visit! 🐾  
{{2}}

156 / 1024 characters 2 variables

**Example values**

Placeholder {{1}} in body text \*  
Peter

Placeholder {{2}} in body text \*  
www.pawpetshop.de/catalogue/1940228

**Footer (optional)**

Reply STOP to cancel your free subscription.

0 / 60 characters

**Buttons (optional)**

Button type  
Select button type

Cancel Save as draft **Submit for approval**

**Preview:**

PAWS PET SHOP  
THE BEST PRODUCTS FOR YOUR PET  
BETTER PRODUCTS, BETTER PRICES

Hello Peter, here's new offers for you and your pet! 🐾

**Just click on the link below** to check them out. Your Paws Pet Shop in Cologne is looking forward to your visit! 🐾

[www.pawpetshop.de/catalogue/1940228](http://www.pawpetshop.de/catalogue/1940228)

Reply STOP to cancel your free subscription.

9:41 AM

So a marketing message should still be a marketing message, an authentication message should still be used to verify identity, etc.

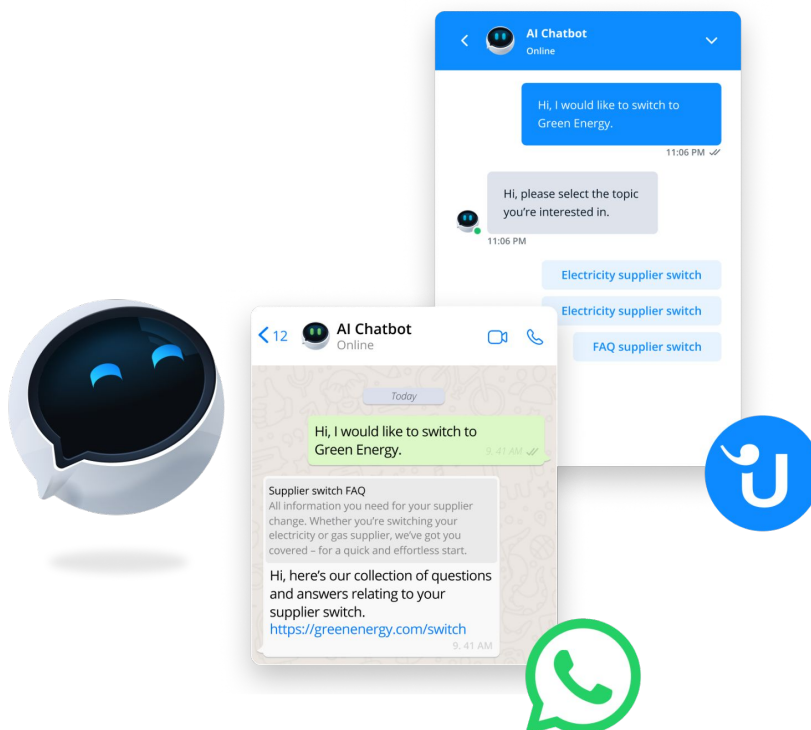
## Chatbots and AI automation

It's hard to imagine messaging support and conversational marketing without chatbots. They provide fast, scalable support via Facebook, Instagram and even WhatsApp.

Bots can only be used via a Business Platform - not via the WhatsApp Business App - because the chatbot is either directly integrated into the Business Platform or can be connected to it via an API interface.

The advantages of using these little digital assistants are just as compelling within WhatsApp as they are on other channels. A WhatsApp bot...

- is always available, easy to reach and responds immediately
- increases amount of customer interactions
- automates common, simple tasks
- gives your company a voice
- collects customer data and feedback

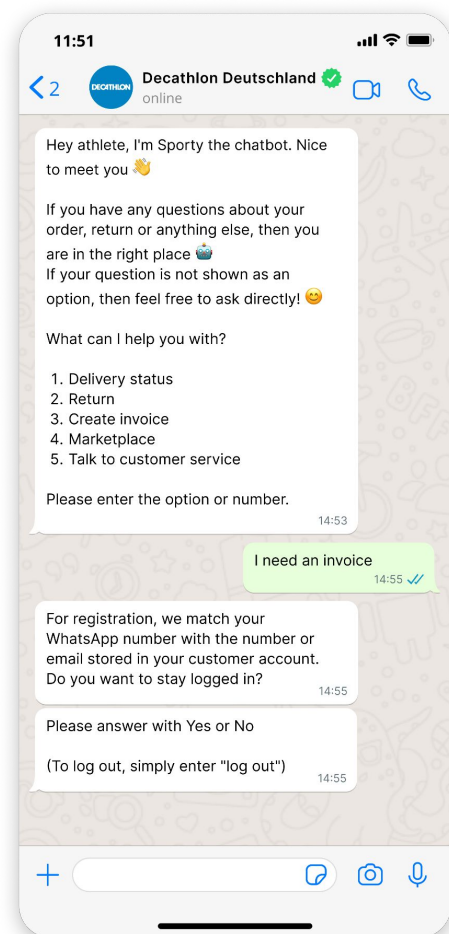


WhatsApp also set chatbot rules to ensure they're used responsibly within WhatsApp Business and provide added value to the customer:

- The customer must start the conversation.
- Chatbots can only respond within 24 hours of the customer's last message ("service window").
- There must be an optional chatbot-to-human handover. This can be a direct handover to a live chat agent or collecting the customer's contact information for future follow-up via phone or email.

With a clear concept and thoughtful planning, you can introduce a chatbot that provides sustainable support to your employees and customers. This ranges from sending simple reminders to taking over specific tasks, e.g. product consulting or helping with the application process.

Customer messaging software like Userlike gives you everything you need to get started with WhatsApp support: a central inbox for WhatsApp, a built-in AI chatbot, and seamless handovers from chatbot to human agent. Keep scrolling to learn more or get started now.

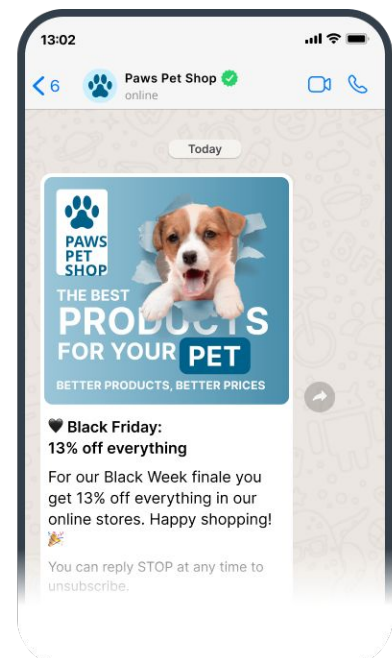
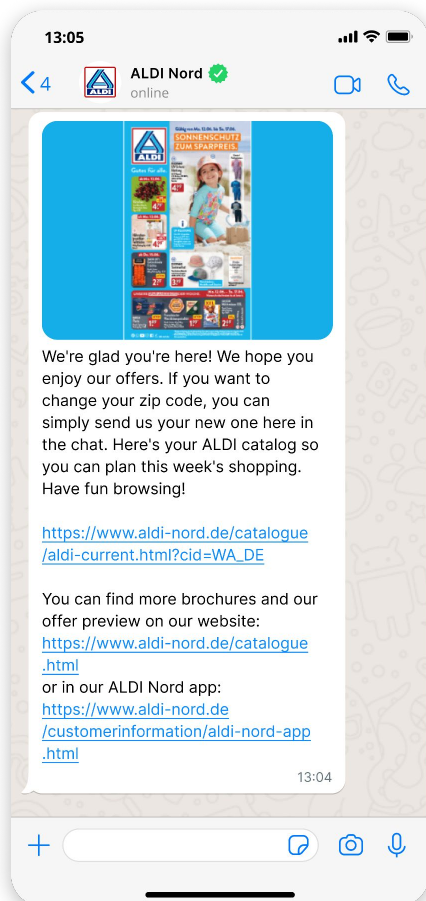


# Use cases for WhatsApp marketing & newsletters

With Userlike's Campaigns feature, send targeted campaigns directly from the WhatsApp Business Platform, start a sales conversation via chat or a call, or switch to your website with one click.

## WhatsApp Newsletter

With 5x higher open rates compared to email, your newsletters finally get the attention you want via WhatsApp.

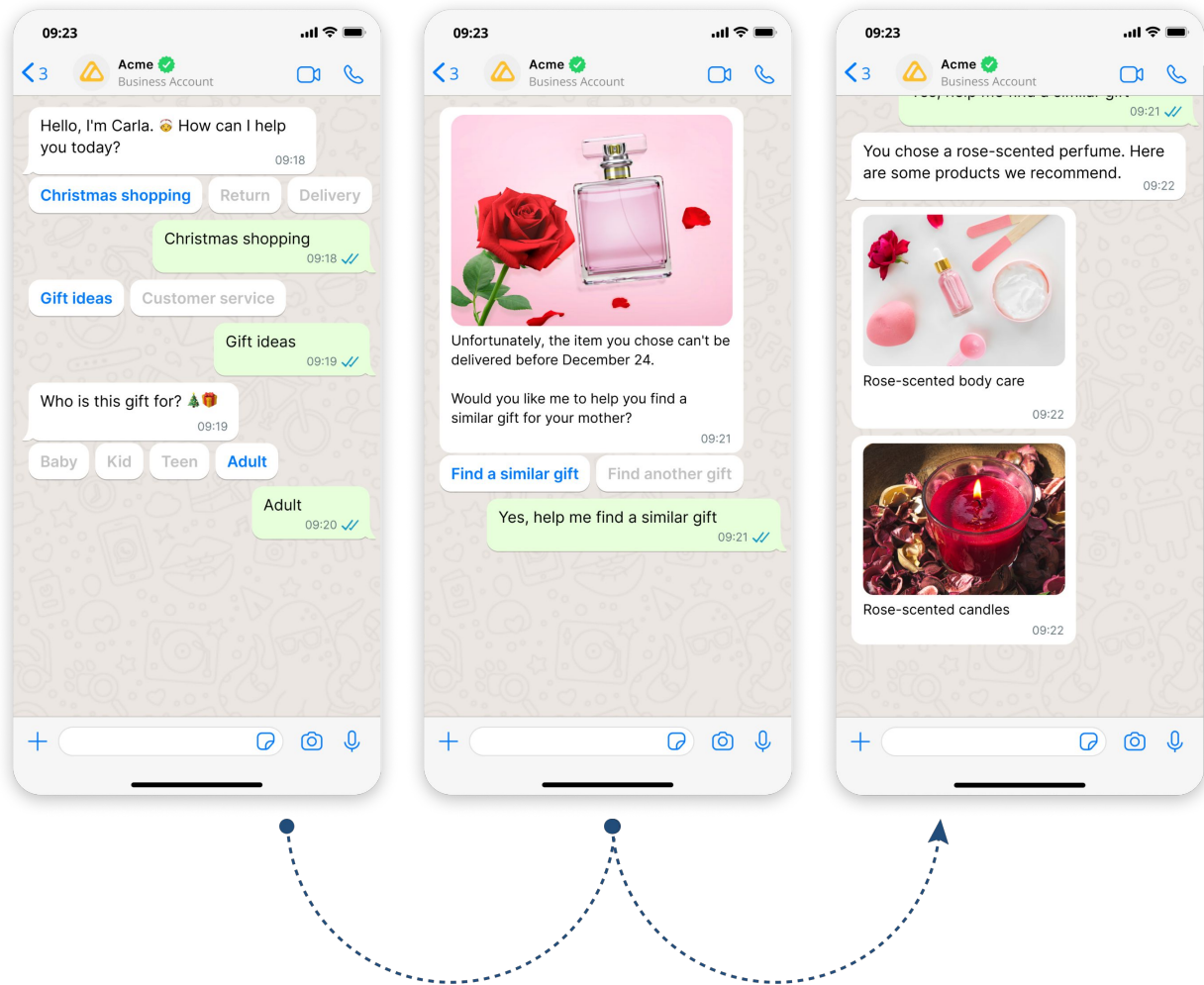


## Catalogs

WhatsApp is a modern and environmentally-conscious way to promote your discount promotions and new products. Send your customers a link to your latest brochure on a regular basis.

## Automated product advice

No matter if it's gift recommendations or professional product advice tailored to the user's personal needs, a WhatsApp chatbot can help with it all. With Userlike's chatbot builder, you can create individual chatbot flows in just a few steps.



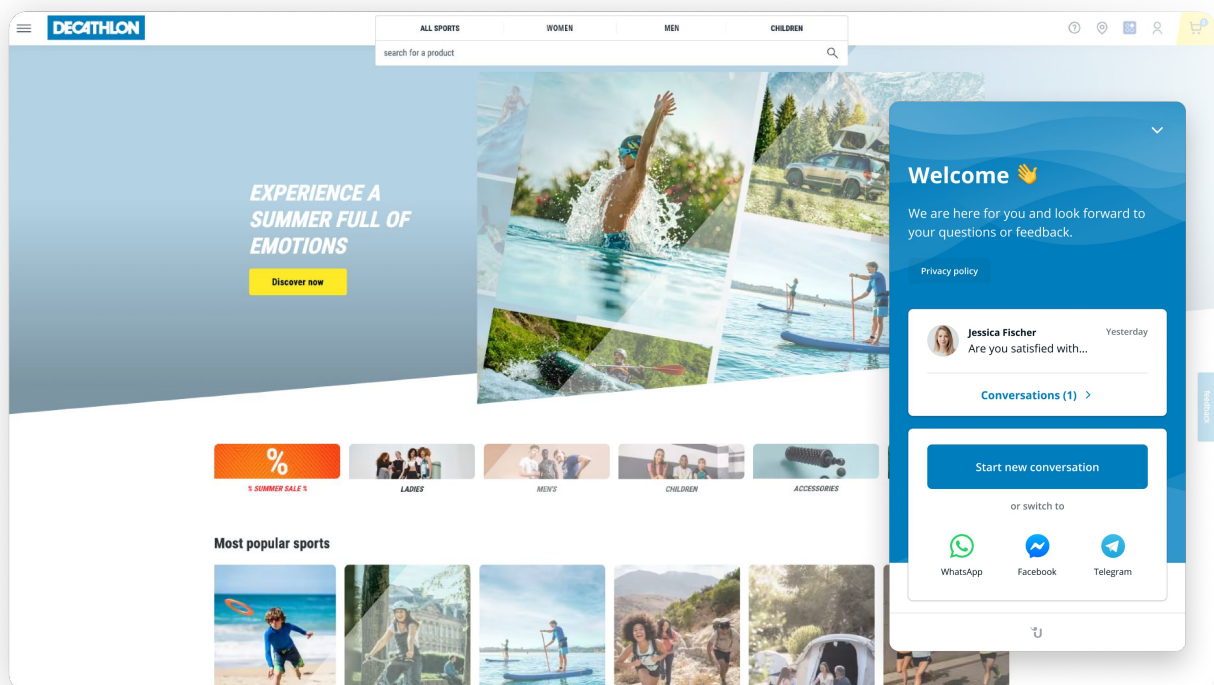
Bildquelle: BotFriends



# Use cases for support, sales and HR

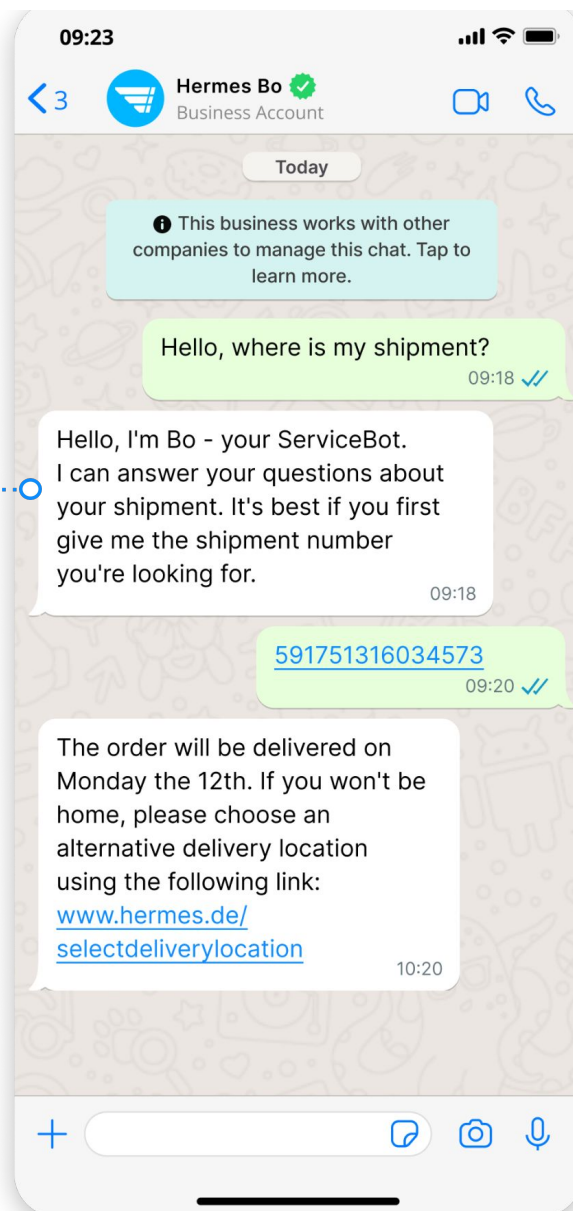
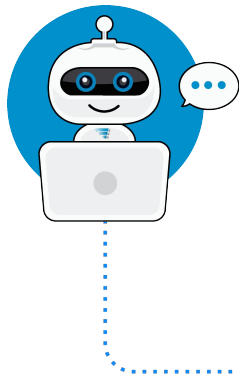
## Pre-sales support

Support your customers with helpful and personal advice directly on your website. Your customers can start a support chat with one click via their favorite channel and build trust in your brand. With Userlike, you embed the WhatsApp button directly in the website chat on your homepage.



## Customer service bot

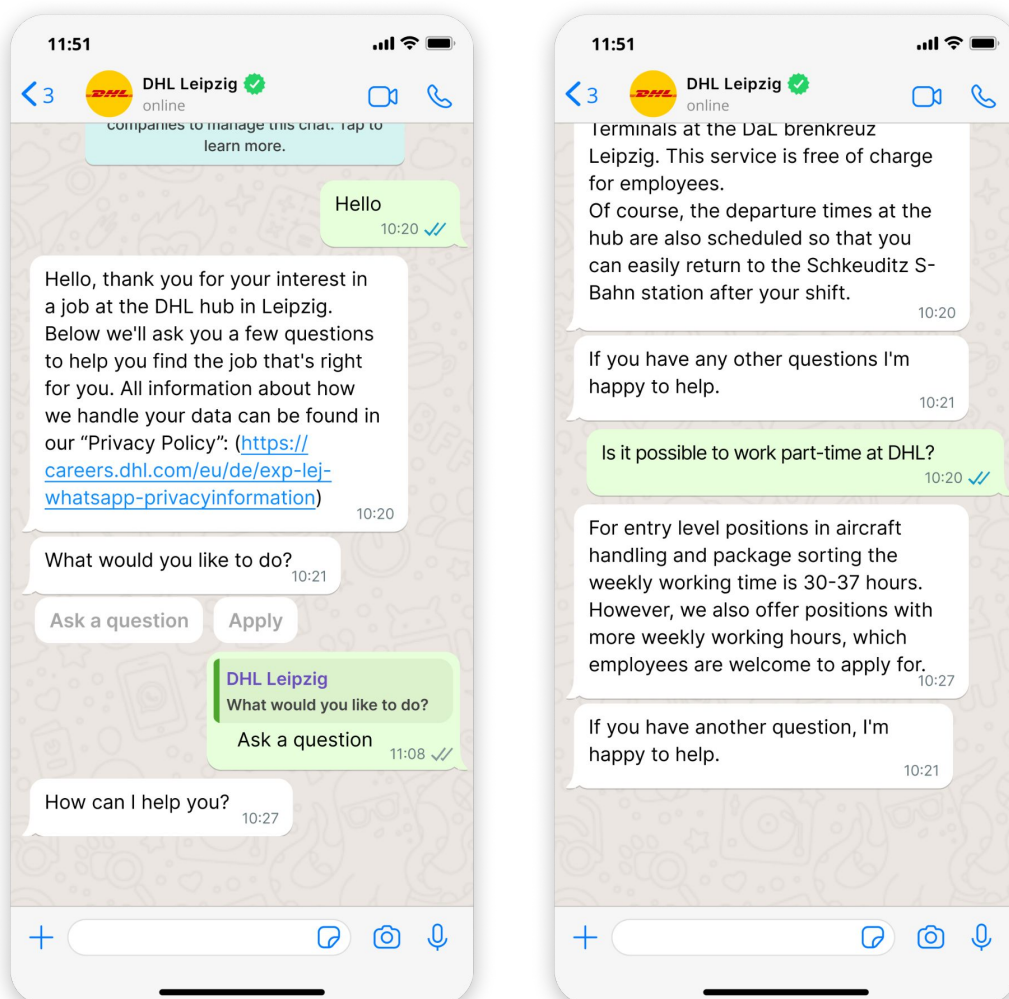
In most cases, customers primarily value speed in support - our study on [chatbot perceptions](#) proved this. A chatbot takes over small tasks and FAQs around the clock - giving your support agents time for important sales conversations and offering personal product advice.



## Recruiting support

As interest in e-recruiting grows, HR teams are increasingly turning to messaging apps to reach candidates in a personal way.

Phone calls from headhunters are sometimes intrusive and unwelcome, especially during working hours. WhatsApp communication, on the other hand, is quiet and discreet. WhatsApp also offers candidates who are on the fence a casual communication option that skips all the typical application requirements.



# Promote your WhatsApp channel

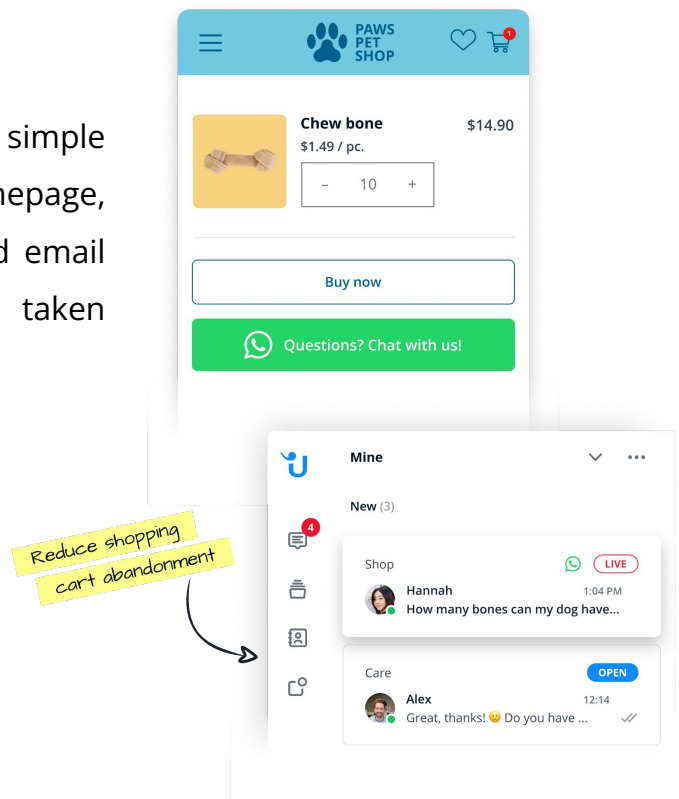
The fact that companies have to wait for the customer to reach out makes it difficult to proactively address their target group.

This means that companies have to find new ways to motivate customers and prospects to send the first message via WhatsApp.

A WhatsApp icon next to your phone number lets customers know you're available. But there are other creative ways to promote your WhatsApp channel along the customer journey.

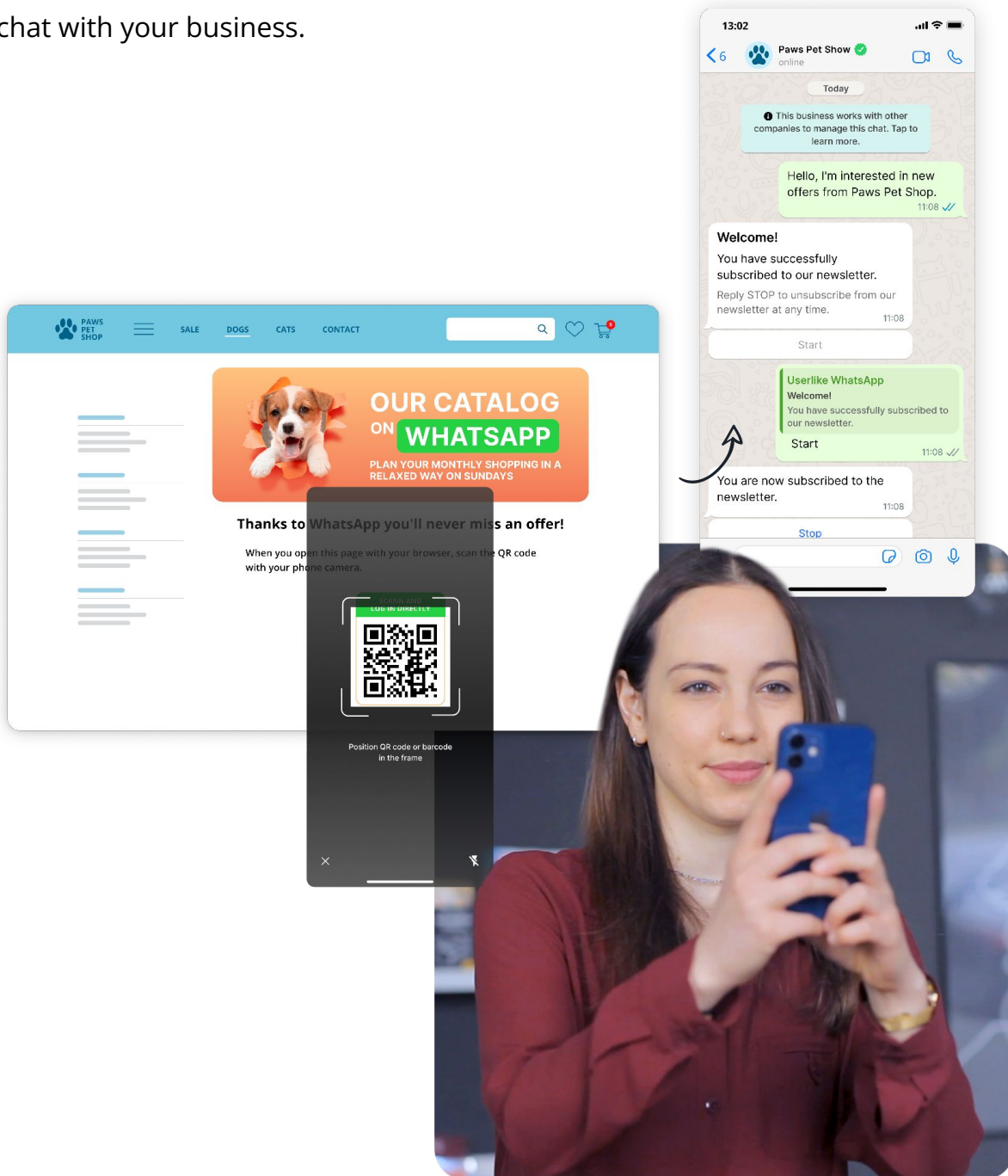
## WhatsApp button

Place WhatsApp buttons or simple click-to-chat links on your homepage, checkout, social media channels and email newsletters. Customers will be taken directly to a WhatsApp chat.



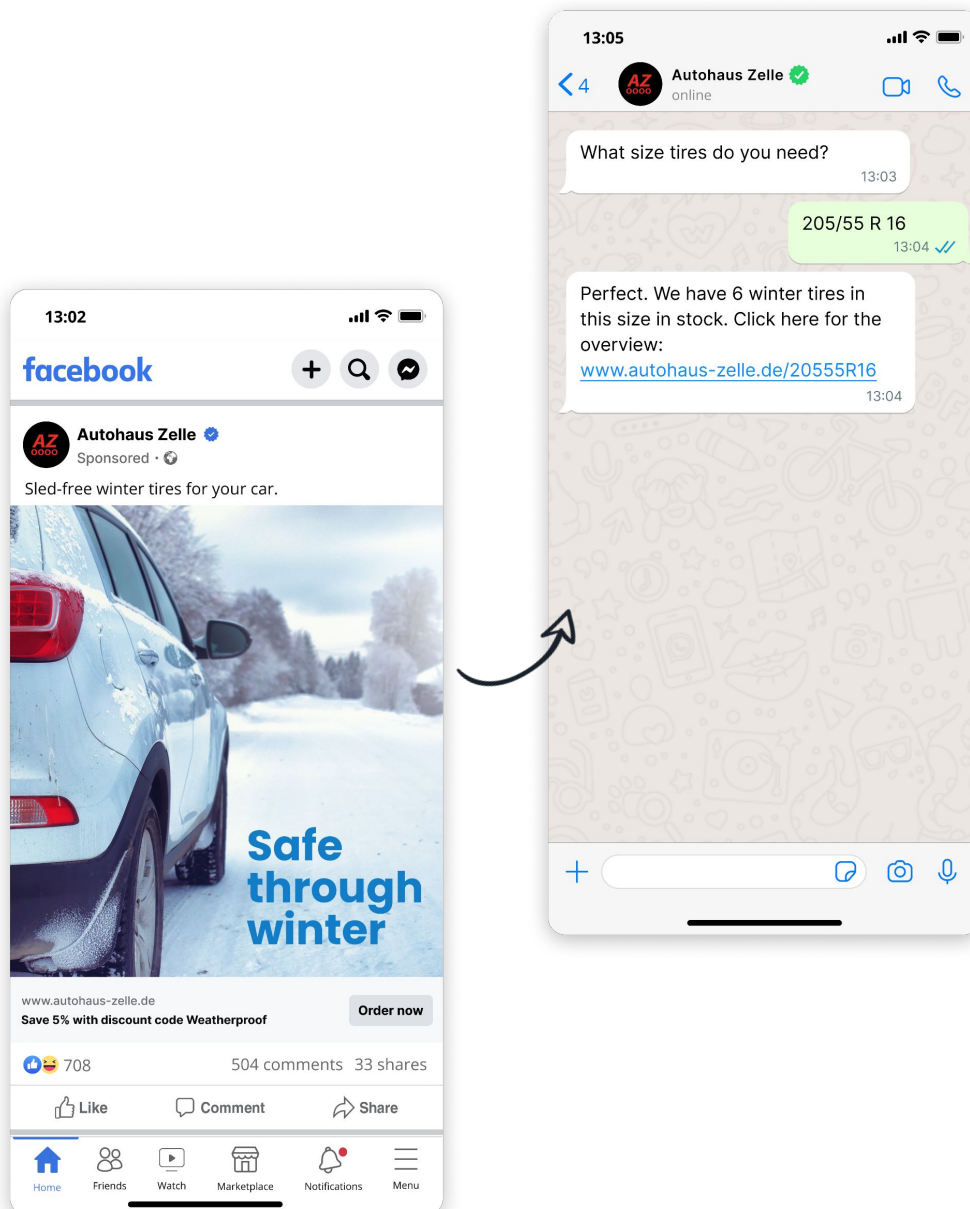
## QR code

A QR code on flyers, posters, point-of-sale (POS) displays, receipts, order confirmations and invoices is a convenient way to start a WhatsApp chat with your business.



## Click-to-WhatsApp ads

Ads on Facebook and Instagram not only promote your WhatsApp channel, but also your discount promotions and new offers. Users can switch to the chat with the click of a button and receive messages from your business for 72 hours free of charge.





# Price: How much does it cost?

Unlike the WhatsApp Business app that has a basic version that is free to use, the WhatsApp Business Platform is a professional business solution with a pricing model. However, the costs vary greatly from provider to provider. Therefore, it's worth comparing your options. Here are the costs you can expect:

## Monthly fees for software providers

Prices range from €49 to €500 per month, so it's worth comparing the prices of different licensed business platform providers.

With Userlike, you get access to a comprehensive WhatsApp Business Platform for as little as €90 per month. The WhatsApp Campaigns add-on for sending unlimited WhatsApp newsletters costs an additional €39 per month.

## Cost per maintenance

Up to 1,000 support conversations are **free** every month. This free quota is generally enough for small and mid-sized companies. WhatsApp charges a few cents per conversation when you exceed this amount.

A conversation includes a 24-hour session that starts as soon as the company writes to a customer or responds to a customer message. All messages sent and received within this **24-hour cost window** are covered by the session fee.

Charges for conversations vary by country and use case.

	Utility	Authentication	Transaction	Marketing
North America	\$0.0150	\$0.0135	\$0.0088	\$0.0250
United Kingdom	\$0.0398	\$0.0358	\$0.0388	\$0.0705

**Example:** If you are asked by a customer based in the U.S. via WhatsApp whether a product is available again, your answer costs approx. 1 cent (transaction). You subsequently have 24 hours to exchange as many messages as you like at no charge. If you send a customer an invoice, it will cost about 3 cents. If the customer then asks you further questions, these are again free of charge up to 24 hours after your initial message.

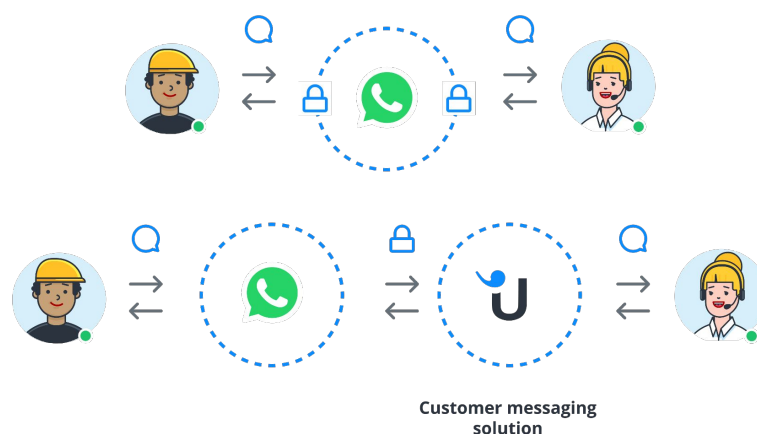
Receiving messages is **always free** with WhatsApp Business. So you don't need to worry about trolls incurring costs. Conversations started via Facebook, Instagram ads or your social media profile are also free - and not just for 24 hours, but for 72 hours straight.

A detailed overview of the pricing model and further cost examples can be found in our article ["WhatsApp Business pricing: What costs you can expect."](#)

# The secure way to WhatsApp Business - Userlike

Connecting your WhatsApp account to Userlike's WhatsApp Business Platform has a few advantages:

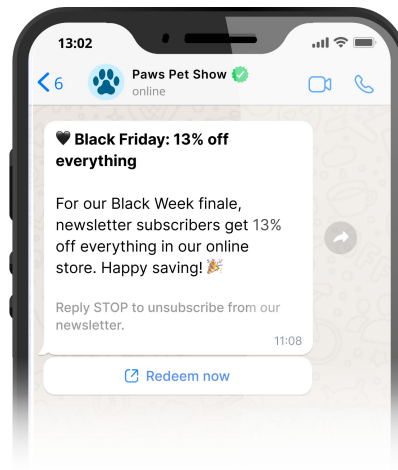
**Data protection is our top priority.** As a German company, data protection is important to us. Our headquarters, as well as our certified server infrastructure, are located in Germany. You have the option to delete all customer data and communication threads with customers and restrict access to the platform depending on the employee's role.



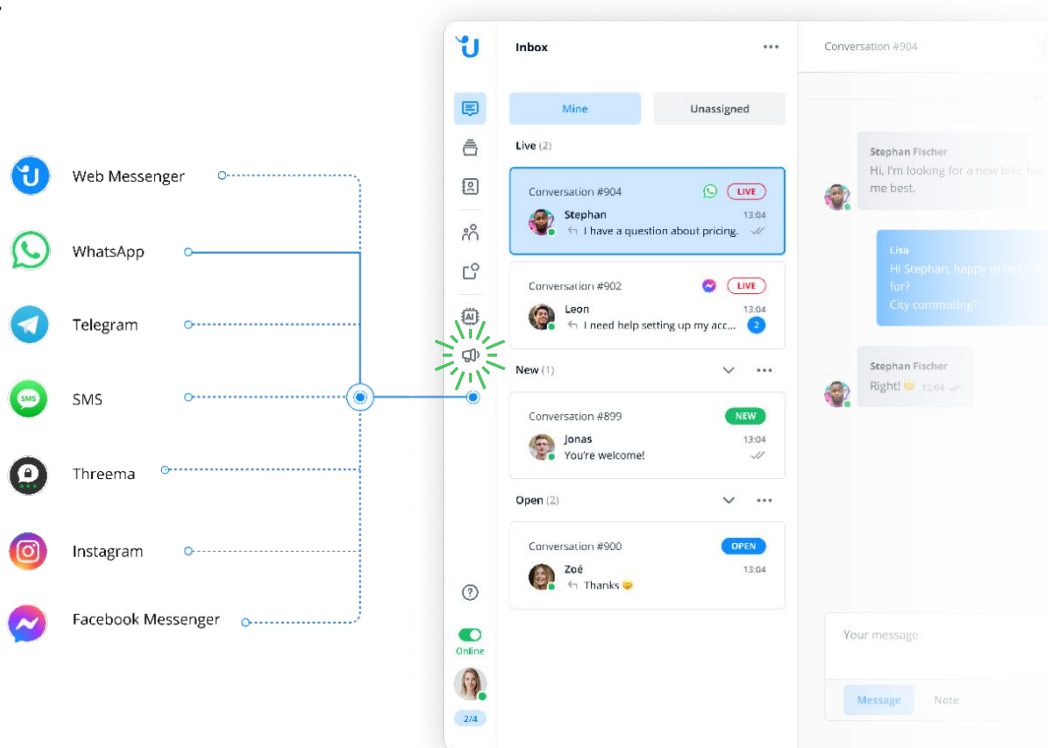
**Fair price-performance ratio.** With Userlike, you get access to our customer messaging software and the WhatsApp Business Platform for as little as €90 per month. Website chat and advanced automation features are included.

**Made for professional support.** Intelligent employee routing, AI chatbots, live translations, analytics and more. Designed for customer communication, Userlike gives you the features you need for efficient WhatsApp support. Create an individual account for each team member and have unlimited conversations with your customers.

**Targeted marketing campaigns.** Send newsletters, brochures and discount vouchers to your customers. With Userlike, create WhatsApp campaigns in a few steps and create up to 100 different target groups. Ask subscribers about their preferences via chatbot so they only receive relevant content.



**All customer chats in one place.** With a unified messaging platform like Userlike, you handle customer chats from all channels in one central software. Acquire new customers via website chat, answer pre-sales questions via Instagram and send newsletters via WhatsApp. That way, you are closer to your customers than ever before.



# Get started

Want to see our powerful customer messaging and automation platform for yourself?

[Register for a free Userlike trial](#) and start setting up your new support solution.

We will help you create your WhatsApp channel and guide you through your first steps. Simply start a chat with our support team on our website after you sign up, or send us an email to [support@userlike.com](mailto:support@userlike.com). We look forward to hearing from you!

Start your free trial

