



Create message templates for your WhatsApp Business account

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 This article is intended for businesses that use [WhatsApp Business Platform](#). Understand the [differences between the WhatsApp Business Platform and WhatsApp Business app](#).

 Explore our [help content library](#) to find answers and troubleshoot issues.

WhatsApp message templates allow businesses to use existing and pre-approved templates to send structured messages to customers who have opted to receive notifications. Messages can include appointment reminders, shipping information, issue resolution or payment updates. You can create multiple templates in different categories.

When you create a message template or edit one to add a new language, you can format the text inside your messages and preview your edits in the **Preview** section. Remember that you can't do a formatting check in the **Preview** section. It's possible that your template will be rejected due to formatting concerns such as excessive line breaks.

If you have a catalog set up on Facebook, you can use [Multi-product message \(MPM\) templates](#) which let you send a subset of up to 30 products from your catalog to your customers or you can use a catalog template message that includes a **View catalog** button that enables customers to view your whole product offering in just one message.


Note: If your business uses only the WhatsApp Business app, don't follow the steps in this article. Go to [this article](#) instead.

Before you begin

- [Create a business portfolio.](#)
- [Create a WhatsApp Business Platform account.](#)
- You'll need a developer to implement the message templates into WhatsApp Business Platform after completing the following steps.

Create message templates

To create message templates for your WhatsApp Business account:

1. Go to [Meta Business Suite](#) and select your business portfolio.
2. Click 
3. Click **WhatsApp Manager**.
4. Click the account that you want to create the message template for.
5. Click the 3-dot icon.
6. Click **Manage message templates**.
7. (Optional) If you have multiple WhatsApp Business accounts, use the dropdown menu to select the account where you want to create a message template.
8. Click **Create message template**.
9. Choose your category, name and languages:
 - **Category:** Choose which type of template you'd like to create: marketing, utility or authentication. You can hover over the template types to view details for each [template](#).
 - **Name:** Enter name of the template in lowercase letters, numbers, and underscores only.
 - **Language:** Choose which languages your message template will include. You can delete or add more languages in the next step.
10. Click **Continue**.
 1. **For utility and marketing templates follow these steps:**
 1. **Add sample:** If you want to include variables or media (optional), you must add a content example for your template by clicking the **Add sample** button. This helps us during the review and approval process, so we can understand what kind of message you plan to send. Make sure these are representative examples and do not include any actual customer information.
 2. **Header:** (Optional) Add a title or choose which type of media you'll use for this header.
 3. **Body:** Enter the text for your message in the language you've selected. You can edit text formats, add emojis or include variables. These allow a developer

to add unique information such as specific names, locations or tracking numbers when inputting the templates into WhatsApp Business Platform.

4. **Footer:** (Optional) Add a short line of text to the bottom of your message template.
 5. **Buttons:** (Optional) We offer a variety of buttons for marketing and utility messages that can help you drive engagement. You can select from the dropdown menu to create buttons that let customers respond to your message or take action. If you don't want to add any buttons, select **None**.
 6. **Call to action:** You can combine up to 10 buttons in a button list that lets your customers take action. The types of action include **Call phone number** and **Visit website**. This lets you add a phone number or website URL to your message. If you choose **Visit website**, you can include up to 2 URLs which can be either a **Static** (fixed) website URL or a **Dynamic** website URL, which creates a personalized link for the customer to view their specific information on your website by adding a variable at the end of the link. **Note:** You can combine a call-to-action and a quick reply as one button.
 7. **Quick reply:** Create up to 3 buttons that let your customers respond to your message.
2. **For authentication templates follow these steps:**
 1. **Code delivery:** You can choose between **Autofill** and **Copy** code for how your customers input the code into your app. **Note:** Learn about [authentication templates with one time password buttons](#).
 2. **Message content:** The message content for authentication templates is fixed as shown in the preview. You can optionally add a security recommendation statement and/or code expiration time in your message content.
11. When completed, click **Submit**.

Your template will now be sent for review. The status of your template is viewable under **Message templates**. After your template has been approved, you can begin sending messages with that template. Learn more about [sending message templates](#).

Learn more

- [Sample message templates for your WhatsApp Business account](#)
- [Creating message templates](#) (Meta for Developers)
- [Edit message templates for your WhatsApp Business account](#)
- [Delete message templates from your WhatsApp Business account](#)
- [About your WhatsApp Business message template's quality rating](#)

Basics

[About WhatsApp business accounts](#)[Connect your phone number](#)

Create

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