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WhatsApp Business Message Templates

Ready messages for the WhatsApp Business app: greeting and away messages, quick replies for the questions you get every day, order confirmation and follow-up, a review request, and a label system that keeps chats in order.

For: Shop owners and small businesses who take orders and questions on WhatsApp and want faster, tidier replies.

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Why ready-made messages?

Most customer messages on WhatsApp repeat themselves: price, address, opening hours, delivery, payment. When every answer is typed from scratch, replies are slow and the information differs from one employee to another. The WhatsApp Business app has free tools for this: a greeting message, an away message, quick replies you call up by typing , chat labels and a product catalogue.

This resource gives you the text of those messages ready to edit, and a way to organise chats so no order gets lost. All templates are also in a downloadable text file.

Before you start: complete your profile

- ☐ The business name people know you by, and a clear photo (logo or shopfront).
 - ☐ The right category and a short description of what you sell and to whom.
 - ☐ Address with a map link, and opening hours.
 - ☐ Website or Instagram link if you have one.
 - ☐ Catalogue: your main products or services with a photo, price and two-line description.
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Greeting message

Sent automatically to anyone messaging you for the first time or after a long gap. Its job is to show the customer you saw their message, and to get them to what they need quickly.

Greeting message

Welcome to [business name]!

Thanks for getting in touch. To help you faster, reply with a number:

- 1) Prices and catalogue
- 2) Address and opening hours
- 3) New order
- 4) Follow up on an order

Or just type your question, and we'll reply within [usual time].

Away message

Sent outside working hours. Do not promise what you cannot keep: say when you will actually reply.

Away message

Thanks for your message! We're closed right now.

Our hours: [days] from [time] to [time].

We'll reply as soon as we're back. If it's urgent, start your message with "Urgent".

Quick replies for frequent questions

Save each reply under a short, memorable shortcut, then type **/** in the chat to pick it. Edit the text in brackets before sending.

Shortcut	When to use it
/price	Question about the price of a product or service.
/address	Question about your location and how to get there.
/delivery	Question about delivery areas, time and cost.
/payment	Question about payment methods.
/order	A customer ready to order who needs the steps.
/thanks	After delivery or when a service is done.

Quick replies

/price

[Product] is [price], including [what's included]. Would you like photos of the options we have?

/address

We're at [short address]. Map: [link]

Opening hours: [days and times].

/delivery

We deliver to [areas] within [time]. Delivery costs [cost], free for orders over [amount] (if applicable).

/payment

You can pay by [cash on delivery / transfer / card / ...]. We confirm the order after [payment / confirming the address].

/order

To confirm your order we need:

- 1) Product and quantity
- 2) Name and phone number
- 3) Full address
- 4) A good time for delivery

/thanks

Thank you for trusting us! We'd love to hear what you think, and we're here if you need anything.

Order messages: confirmation and follow-up

Order confirmation

Your order is in 

Order: [product × quantity]

Total: [amount] (delivery included: [yes/no])

Delivery: [day and approximate time] to [address]

If you need to change anything, message us before [deadline].

Order on its way

Your order is on its way 

It should arrive in about [time]. Driver's number: [number]

Please be available to receive it, and thanks for your patience.

Follow-up after delivery

Hi [name], your order from [business name] arrived yesterday.

Was everything as you expected? Your feedback matters to us, and if anything was off we'd like to fix it.

Review request

So glad you liked it 🙌
If you have a minute, a review on Google helps other people find us:
[review link]
Thank you so much!

Send the review request only to customers who have said they are happy, and never offer a discount or gift in exchange for a review: Google's policies prohibit reviews given in return for an incentive.

Re-engagement messages

For customers who asked but did not order, or who have not ordered in a while. Send them only to people who contacted you before, once and no more, and respect anyone who asks you to stop.

A question that did not become an order

Hi [name], you asked us about [product] a few days ago.
It's still available, and if you have any questions before ordering we're happy to help.

A customer who has not ordered in a while

Hi [name], we've missed you at [business name]!
New this month: [product or offer].
If you'd rather not get messages like this, reply "Stop" and we'll respect that.

A label system for chats

Labels keep every chat in its place. Use a few clear ones and review them at the end of each day:

Label	Meaning	Next step
New customer	First contact, no order yet.	Reply within the time you promised.
New order	Order details received.	Send the order confirmation.
Awaiting payment	Order confirmed, payment pending.	A gentle reminder after a day.
Out for delivery	The order has left.	The "on its way" message.
Delivered	Order complete.	Follow up a day later, then ask for a review.
Needs follow-up	A complaint or unresolved question.	The decision-maker replies today.

Example: a sweets shop

Illustrative example

"Al Sunbula Sweets" is an invented shop in Tripoli. The owner set up the greeting with numbered options, six quick replies and order labels. When a customer writes "How much is the knafeh?", the employee answers with `/price` and only changes the product name. At the end of the day she opens "Needs follow-up" to see what is still open, and "Delivered" to send follow-ups and review requests.

Common mistakes

- **Mistake:** a long greeting nobody reads. **Fix:** four numbered options and one line about reply time.
- **Mistake:** quick replies with outdated information. **Fix:** check prices and times in your replies every month, or whenever they change.
- **Mistake:** sending offers to all your contacts. **Fix:** message only people who contacted you before, and give them a clear way to opt out.
- **Mistake:** sending a template without editing the brackets. **Fix:** read each message before sending; brackets are reminders, not final text.

Setup checklist

- ☐ Profile complete, and the catalogue shows your main products.
- ☐ Greeting message on, with numbered options.
- ☐ Away message on, with the right opening hours.
- ☐ At least six quick replies for frequent questions.
- ☐ Order labels set up, and reviewed as part of the end-of-day routine.
- ☐ Your Google review link ready in the "review request" reply.

About the author — Mohamad Charafeddine is an entrepreneur from Tripoli, Lebanon: founder of the Passion digital marketing agency, president of Takaful Youth Association, and founder of digital platforms. He trains individuals and teams in applied AI and marketing.

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