

# Optimize WhatsApp for your Language School

## Checklist

### 1. Change your WhatsApp into WhatsApp Business

- Download the WhatsApp Business App and follow instructions. It's easy, quick and free.

### 2. Customize your WhatsApp Business profile

- Use the photo of the school, your logo or a professional photo of yourself

- Add the description of the school (your mission, what you do, types of courses)

- Address

- Working hours

- Website

- Social Media Channels

### 3. Catalogue:

- Add your courses here (exam prep, children courses, summer camp, etc)

- Put a clear description of the course

- Add link to the course on your website for more info

### 4. Set up the messaging tools

- Set up the "Away Message" for when the school is closed

- Set up a "Welcome Message" for someone that finds you online and isn't on your address book

- Type the answers to the FAQ in your "Quick Replies" and create the shortcut with a keyword

### 5. Labels

- Create your own categories (students, parents, teachers, leads, prospects)

- Add a colour to each label

- Label your contacts in the address book

### 6. Short Link:

- Generate the Short Link and post it on your website and on your social media network bio

- Add the link to your email signature

- Generate a QR code of the link from your WABusiness profile and print it on your publicity

### 7. WhatsApp Web

- Connect your WhatsApp to your computer to respond and share from your desktop.