

- Avoid abbreviations
-

Timeline

Re-verification usually takes:

- **2–5 working days**

SECTION 3: MESSAGE TEMPLATES

1. What are WhatsApp Templates?

WhatsApp templates are **pre-approved message formats** required for sending messages to users who have not recently interacted with your business.

These are mandatory for:

- Marketing campaigns
 - Notifications (order updates, reminders, etc.)
 - OTP/authentication messages
-

Why Templates Are Required

Meta requires templates to:

- Prevent spam
 - Ensure user safety
 - Maintain message quality
-

Example Template

Hi {{1}}, your order #{{2}} has been shipped and will arrive by {{3}}.

Key Point

You cannot send bulk messages without approved templates.

2. Types of Templates

WhatsApp templates are categorized into 3 main types:

1. Marketing Templates

Used for:

- Promotions
- Offers
- Campaigns

Example:

Get 20% off on your next purchase. Shop now!

2. Utility Templates

Used for:

- Transaction updates
- Order confirmations
- Reminders

Example:

Your order #1234 has been delivered.

3. Authentication Templates

Used for:

- OTPs
- Login verification

Example:

Your OTP is 567890. Do not share this with anyone.

Important

Choosing the **correct category** improves approval chances.

3. How to Create a Template in Chatterpillar

Follow these steps:

Step 1

Go to **Templates section** in your dashboard

Step 2

Click on **Create New Template**

Step 3

Fill in details:

- Template name
 - Category (Marketing / Utility / Authentication)
 - Language
 - Message content
-

Step 4

Add variables if needed:

Example:

Hi {{1}}, your appointment is on {{2}}

Step 5

Submit for approval

Approval Time

Usually **few minutes to 24 hours**

4. Template Approval Process

Once submitted:

1. Template is sent to Meta
 2. Meta reviews content
 3. Template is:
 - Approved
 - Rejected
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What Meta Checks

- Content quality
 - Spam indicators
 - Policy compliance
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After Approval

You can immediately:

- Use template in campaigns
 - Send messages to customers
-

5. Common Reasons Templates Get Rejected

This is the **#1 pain point for users**.

Most Common Reasons

- ✗ Too promotional or spammy language
 - ✗ Use of words like “FREE”, “BUY NOW”, “LIMITED OFFER” aggressively
 - ✗ Missing context (unclear message purpose)
 - ✗ Incorrect category selection
 - ✗ Excessive variables
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Example (Rejected)

BUY NOW!!! LIMITED OFFER!!! CLICK FAST!!!

Example (Better)

Hi {{1}}, we have an exclusive offer for you. Let us know if you'd like details.

6. Best Practices for Template Approval

Follow these to improve approval rate:

Do's

- ✓ Keep language simple and clear
- ✓ Add context (why user is receiving message)

- ✓ Use polite tone
 - ✓ Choose correct category
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Don'ts

- ✗ Avoid spammy words
 - ✗ Avoid ALL CAPS
 - ✗ Avoid misleading claims
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Pro Tip

Templates that feel like **natural communication** get approved faster.

7. Editing a Rejected Template

If your template is rejected:

Step 1

Check rejection reason in dashboard

Step 2

Update content:

- Simplify wording
 - Reduce promotional tone
 - Fix category
-

Step 3

Resubmit template

Important

You can **resubmit multiple times after fixing issues**.

8. Template Variable Formatting

Variables allow personalization.

Format

Use:

{{1}}, {{2}}, {{3}}

Example

Hi {{1}}, your order {{2}} is confirmed.

Rules

- Variables must be sequential (no skipping)
 - Avoid too many variables
 - Keep message understandable even with variables
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Incorrect Example

✘ Hi {{1}}, {{5}} is ready

Correct Example

✔ Hi {{1}}, your order {{2}} is ready