

WhatsApp marketing for partners

The most used messaging app in the world as a partner channel: the Business profile, opening messages that get a reply instead of a report, status as soft promotion, broadcast lists and groups, how to scale without a ban, Business app versus API, and what changes in the markets where WhatsApp is everything.

In most of Latin America, the Middle East, India, Africa and South East Asia, WhatsApp is not an app. It is how people talk. A partner there does not need a website or a TikTok account to start. They need a WhatsApp Business profile, a way of opening a conversation that does not feel like spam, and the discipline not to send the same message to a hundred people in an hour.

That discipline is the whole guide. WhatsApp bans faster than any other platform, the ban is permanent for the number, and the trigger is almost always the same: too many messages to people who did not ask. Everything below is built around not doing that.

What you will learn

- Why WhatsApp works for partners, and where
- Setting up WhatsApp Business: profile, catalogue, labels, quick replies, away message
- Opening messages that get a reply, and the ones that get you reported
- Status updates as the soft promotion that nobody can report
- Broadcast lists versus groups, and the rules for each
- How WhatsApp decides you are spam, and the anti ban rules
- Business app versus Business API, and when to move
- What changes by market
- Top tips, do this not that, and key takeaways

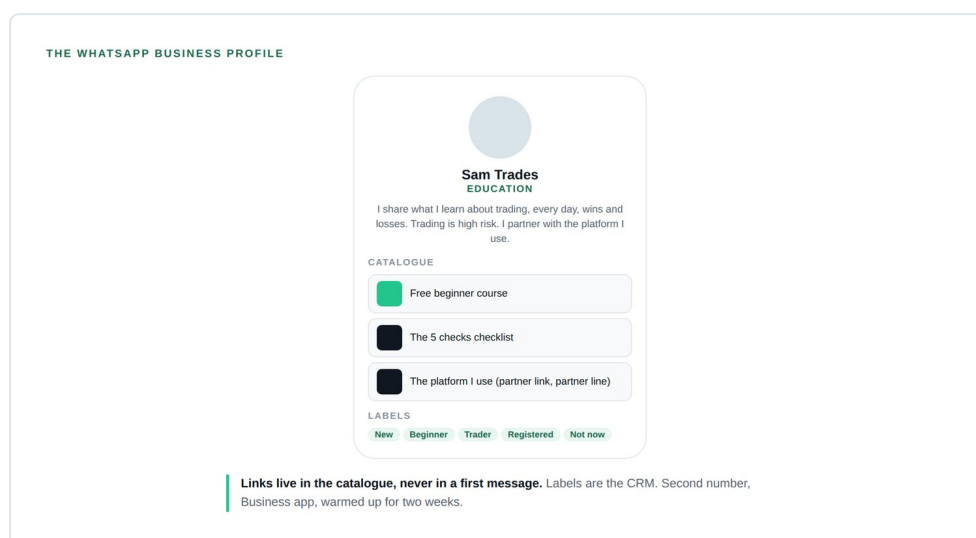
Why WhatsApp

What it gives you	Why it matters
Everyone has it	Over two billion users. In your market the question is not "do they use WhatsApp" but "do they use anything else"
It is personal	A message on WhatsApp is read. Open rates are above 90 percent, which no email or post comes close to
Voice notes	A 30 second voice note is a face. It builds trust faster than any text
Status	A story that your contacts see, with no algorithm and no reporting button for the content
It closes	The last step of every path in this academy is "message me". On WhatsApp the whole path can happen in one thread
It bans	One report from someone you messaged cold, or 50 identical messages in an hour, and the number is gone with every conversation on it

Setting up WhatsApp Business

WhatsApp Business is a separate free app. Use it, not your personal WhatsApp, on a separate number if you can. If the number is ever banned, your personal life is not.

Step	What to do
1. Install WhatsApp Business	From the app store. Register the number. A second SIM or an eSIM is worth the few dollars
2. Profile	Your face as the photo, your name, a category ("Education" or "Finance" are the honest ones), a one line description with the risk line: "I share what I learn about trading. Trading is high risk." Your link page as the website
3. Catalogue	Three items, each with an image from the branded library: "Free beginner course" (link), "The 5 checks checklist" (link), "The platform I use" (your partner link, with the partner line in the description). The catalogue is where the links live, so they never have to be in a message
4. Labels	Create five: New, Beginner, Trader, Registered, Not now. Every conversation gets one. This is your CRM
5. Quick replies	Save ten: the greeting, "have you traded before?", the course link, the checklist, the platform answer with the partner line, the risk line, the follow up on day 3, the follow up on day 7, "no problem, I will leave it here", and the voice note script. Type a slash and the shortcut, done
6. Away message	"Thanks for the message. I reply within a few hours, usually faster. If you are new: have you traded before?"
7. Greeting message	Off. An automatic greeting to someone you messaged first looks like a bot, and bots get reported



The Business profile: face, honest category, risk line in the description, catalogue with three items.

Opening messages

The first message decides everything. It is read in two seconds on a lock screen, and in those two seconds the person decides: reply, ignore, or report.

The shape that works: your name, how you know them or found them, one question about them. No link. No pitch. Under 40 words.

Situation	Message
Someone you know	"Hi Ahmed, it is Sam. You mentioned at Rami's that you wanted to try trading. I started six months ago and I am learning in public. Have you had a go yet?"
A friend of a friend	"Hi Maria, Sam here, Jon's friend. He said you asked him about trading last week. I am not an expert, I just started this year, but happy to share what I wish I had known. Have you traded before?"
Someone from a group where you both are	"Hi Carlos, Sam from the Gold Traders group. Saw your question about stop losses yesterday. I had the exact same confusion in month one. Did you get it sorted?"
Someone who replied to your status	"Hey, thanks for the reply. What got you interested?"
Someone who gave you their number for the checklist	"Hi Lina, Sam. Here is the checklist you asked for: [link]. Quick question so I send you the right things next: have you traded before?"

The messages that get reported. A link in the first message. "I made X". "Guaranteed". "VIP group". "Limited spots". A message that could have been sent to anyone. A message from someone who does not say who they are.

After they reply: help with the thing they said. The course or the checklist comes in message two or three, after a question. The platform comes when they ask, or when they have done the course and say they are ready. The script library has 60 of these by situation.

Status: the soft promotion

Status is a story: a photo or short video, gone in 24 hours, seen by everyone in your contacts who has your number saved. Nobody can report a status for being an advert, and nobody feels messaged. It is the best soft promotion on the app.

Post as status	How often
Your desk, your morning, one line	Daily
A lesson in one image (branded library quote card or tip card)	Three times a week
An honest result, screenshot, risk line	Twice a week, losses included
A poll ("demo or real first?")	Weekly
"Someone asked me today how I started. Reply and I will tell you."	Weekly
A voice note, 30 seconds, one tip	Weekly

The rule: status never contains the platform link or any number in money. It contains you, lessons and questions. People reply to status, and a reply is a conversation you did not have to start.

Broadcast lists versus groups

	Broadcast list	Group
What it is	One message sent privately to many contacts. Each person sees it as a normal message from you	A room where everyone sees everyone
Who receives	Only people who have your number saved	Everyone added
Limit	256 per list	1,024 per group

	Broadcast list	Group
Replies	Come to you privately	Go to the whole group
Spam risk	High if the people did not ask. The same message to 256 people at once is exactly what the ban system looks for	Low for sending, high for noise and for people added without asking
Use it for	Weekly lesson to people who said yes to a weekly lesson	A community of people who already trust you, with rules, slow and moderated

Broadcast rules. Only people who said "yes, send me the weekly message". Ask every single one. Keep lists under 100. Send to one list, wait an hour, send to the next. One a week. Every message personal enough that it could have been sent to one person. The first line: "Weekly lesson, as promised. Reply STOP any time and I take you off."

Group rules. Never add anyone who did not ask. Use an invite link and let them join. Write the three rules in the description. Admin only posting on, so only you post, and members reply to you privately, which makes the group a channel and the private chat the conversation. A group with open posting needs you present all day.

For most partners: status for everyone, a broadcast list for the people who said yes, no group until you have 50 people asking for one.

How WhatsApp decides you are spam

WhatsApp does not read your messages. It watches behaviour.

Signal	What it looks like to WhatsApp
Many messages to numbers that do not have you saved	Cold outreach
The same text to many people in a short time	A bot
Messages that get no reply, then another message	Unwanted
Reports from recipients	The strongest signal. A handful in a day and the number is restricted
A new number sending a lot on day one	A spam number
Links in first messages	Phishing pattern

The anti ban rules.

1. **Warm up a new number for two weeks.** Message friends, reply to people, save contacts, post status. Then start outreach at five a day.
2. **Fifteen to twenty new conversations a day, never more.** Spread across the day, not in one hour.
3. **Every first message different.** Their name, how you found them, something about them. If you could paste it to anyone, do not send it.
4. **No link in the first message.** The catalogue holds the links. "It is in my catalogue" is the line.
5. **One message, then wait.** The follow up comes on day 3, and only if they have not replied. Never two in a row.
6. **Ask people to save your number.** "Save my number so my status shows up." It changes how WhatsApp sees you.
7. **Stop means stop.** "Not interested" gets "no problem, all the best" and the Not now label. Nothing after.
8. **Never buy a list, never message a list.** The ban is the least of it. In most countries it is illegal.

Nobody who follows these eight has been banned for outreach. Everyone who ignores one of them eventually is.

Business app versus Business API

	WhatsApp Business app	WhatsApp Business API
What it is	The free app on your phone	A connection for software, used through a provider
Cost	Free	Per conversation, through a provider, plus the provider's fee
Who sends	You, by hand	Software, with templates WhatsApp approved in advance
Limits	One phone, one number, 256 per broadcast	Thousands a day, tiered by quality
Needs	A phone	A verified business, approved templates, opt in records for every contact
Right for	Every partner starting out, and most forever	A team or call centre with a legal review and real opt in records

Stay on the app until you have a team and a lawyer. The API does not make outreach allowed, it makes it visible. Every template is reviewed, every send is logged against an opt in, and a quality drop shuts the number down.

What changes by market

Region	What is different	Adjust
Latin America	WhatsApp is the internet. Voice notes are normal. Groups are everywhere	Voice notes early. Status daily. Family and friend referrals are the lead source
Middle East and North Africa	Trust is personal and formal at first. Religion shapes what is acceptable in finance	Full name, respectful opening, no slang. Know whether your product and the way you present it fits local rules on finance
India and South Asia	Huge volume, heavy spam, people are tired of pitches	Shorter, more specific openers. Education first every time. Hindi or the local language if you have it
South East Asia	Several messaging apps compete. Groups for everything	WhatsApp for conversations, not broadcasts. Check whether Telegram or Line is bigger in your country
Europe	GDPR. Cold messaging a person can be a legal problem	Only people who gave you their number for this purpose. Keep the record
Everywhere	Financial promotion rules differ. Some countries do not allow individuals to promote trading platforms at all	You are responsible for your market. Check before the first message

Top tips for WhatsApp

- 1. Separate number, Business app, warmed up for two weeks.** If the number goes, your life does not go with it.
 - 2. Links live in the catalogue, not in messages.** "It is in my catalogue" keeps every first message clean.
 - 3. Fifteen to twenty new conversations a day, every one different.** That is the whole anti ban method.
 - 4. Status every day.** It is the only promotion on WhatsApp nobody can report, and replies to it are warm leads.
 - 5. Voice notes after the second reply.** Thirty seconds of your voice does what ten messages cannot.
 - 6. Labels on every conversation.** New, Beginner, Trader, Registered, Not now. That is your CRM.
 - 7. Broadcast only to people who said yes, in lists under 100, once a week.** The word "yes" is the difference between a newsletter and a ban.
 - 8. Know your market's rules before the first message.** Nobody else is responsible for that.
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Do this, not that

Do this	Not that
Business app on a second number	Personal number
Name, how you found them, one question	Link and pitch in message one
15 to 20 a day, spread out	100 in an hour
Catalogue holds the links	Links in every message
Status daily	Status never, broadcasts daily
Broadcast to people who said yes	Broadcast to everyone in your phone
Voice note after the second reply	Voice note as the opener
Stop at "not interested"	One more message

Key takeaways

- WhatsApp is the whole funnel in the markets where it dominates: opener, help, voice note, course, platform, all in one thread.
 - Business app, second number, honest category, risk line, catalogue holds the links, labels as CRM.
 - The opener is your name, how you found them, one question. No link. The platform comes when asked or after the course.
 - Status is the promotion nobody can report. Daily.
 - Fifteen to twenty new conversations a day, every one different, one message then wait, stop means stop.
 - The API is for teams with lawyers. The app is for partners.
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