

Comprehensive Course On WhatsApp Business Cloud API

And WapsChat Portal

Powered by:

Leomart Integrated Solutions

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1. Introduction to WhatsApp Business Cloud API

The WhatsApp Business Cloud API, introduced by Meta (formerly Facebook), is a cloud-hosted platform that enables businesses of all sizes to communicate with their customers via WhatsApp at scale. Unlike WhatsApp Business App, which is limited to mobile devices, the Cloud API provides programmatic access to WhatsApp messaging features, making it ideal for automation, CRM integration, and customer support solutions.

Businesses can use the API to send alerts, confirmations, reminders, and support responses via WhatsApp. It is accessible directly over the internet via Meta's cloud infrastructure, removing the need for on-premises servers.

****Key Benefits:****

- **Free Monthly Conversations:**

Every business receives 1,000 user-initiated conversations per month at no cost. These are valuable for small businesses looking to get started without upfront expenses.

- ****High Scalability:**** Handle thousands of conversations daily with ease, ideal for enterprises and startups alike.

- ****Security:**** All communication is end-to-end encrypted, protecting user data and ensuring compliance with privacy standards.

****Pricing Beyond Free Tier:****

After the 1,000 free user-initiated messages, pricing depends on the type and destination of the conversation. As of the latest updates:

- ****User-Initiated Conversations:**** \$0.005 to \$0.07 per conversation depending on the country.

- ****Business-Initiated Conversations:**** Higher cost, with pre-approved templates required.

2. Introduction to Facebook Developer Account

A Facebook Developer Account is a free platform provided by Meta that allows developers to create and manage apps which interact with Facebook's APIs, including the WhatsApp Business Cloud API.

****Purpose:****

- Register and manage applications
- Generate API keys and tokens
- Configure services like WhatsApp, Instagram, and Messenger integrations

****Steps to Register:****

1. Visit <https://developers.facebook.com>
2. Click "Get Started" and follow the onboarding process
3. Verify your Facebook account and agree to Meta's developer terms
4. Your account will be linked to your personal or business Facebook profile

3. Requirements for Creating WhatsApp Cloud API on Facebook Developer Account

To successfully set up the WhatsApp Business Cloud API, the following items are necessary:

- **Verified Facebook Developer Account:**

Must be activated through identity and phone number verification.

- ****Facebook Business Manager:****

This is the control center for all your assets (pages, apps, ad accounts).

Visit <https://business.facebook.com>.

- ****Business Verification:****

Your company details, documents (CAC for Nigeria, Tax ID, etc.), and website must be verified by Meta. (Mostly for tech providers)

- ****A Phone Number:****

This number must not be registered on the WhatsApp Business App. It will be linked to the API and used for sending/receiving messages.

- ****A WhatsApp Business Display Name and Category:****

For verification and display to your customers.

4. Basic Terminologies

Understanding the foundational terms is crucial:

- ****API (Application Programming Interface):****

A method by which different software systems communicate. The WhatsApp API allows your system to send/receive WhatsApp messages.

- ****Access Token:****

A security token used to authenticate API requests.

- ****Conversation Window:****

A 24-hour timeframe that begins when a user messages your business. You can respond freely during this period.

- ****User-Initiated Conversation:****

Starts when the customer messages the business.

- ****Business-Initiated Conversation:****

When the business contacts the user outside the 24-hour window. Requires approved message templates.

- ****Template Message:****

Pre-approved messages (e.g., appointment reminders, order updates) that can be sent outside the 24-hour window.

5. Facebook Developer Setup

1. ****Create Developer Account:****

Sign up at <https://developers.facebook.com>.

2. ****Create a New App:****

Choose “**Business**” app type. Provide basic information and create the app.

3. ****Add WhatsApp Product:****

From the dashboard, select “Add Product” and choose WhatsApp.

4. ****Connect Business Account:****

Link your Meta Business Account or create one if you don't have it.

5. ****Phone Number Registration:****

Enter and verify a phone number. This number is used for testing and production messaging.

6. ****Generate Access Token:****

This token allows you to send messages from your app to customers.

7. ****Send Test Message:**** Use Postman or Facebook's API Explorer to send a test message to a WhatsApp number.

6. Step-by-Step Guide to Creating WhatsApp Business Cloud API

****a. Creating a Tech Provider Account****

A Tech Provider account is ideal if you're building a platform to help others onboard WhatsApp API (e.g., Leoblaster).

1. Go to <https://business.facebook.com/settings>
2. Click on “**Create Business**” and fill out company info.
3. Apply for Tech Provider access under WhatsApp settings.
4. Submit your business documents for verification.

5. After approval, you'll be able to onboard other clients to the API.

We can build a complete web SAAS application like leoblaster.com/whatsapp-marketing

If you are interested contact our technical team

****b. Creating a Partner Solution Account****

Use this to onboard on Leoblaster fast and less rigorous process (We will provide a APP ID Number)

Use this if your company only needs to manage its own WhatsApp API instance.

1. Go to Business Settings > Business Info
2. Submit verification documents and business website (*Your portal and leoblaster.com/whatsapp-marketing is your website*)
3. Link app to your business account

****Difference Summary:****

- **Tech Provider:**

Supports multiple clients, allows API onboarding for third parties.

- **Partner Solution:**

Intended for single business use only.

7. What is Wapschat Website?

WapsChat is a Nigerian-based tech platform officially registered as a Tech Provider for WhatsApp Business Cloud API.

LeoBlaster is a subsidiary of Leomart Integrated Solutions Limited registered with CAC as a limited liability company. We work with a strategic blueprint that identifies the needs in the market and develop solutions to meet these needs beyond the expectations of our clients, using cutting-edge technology. And we have strategic partnerships with other ICT companies worldwide .

At LeoBlaster, we empower businesses to reach their target audience across multiple platforms, seamlessly integrating SMS, WhatsApp, Email, and Social Media Marketing. Our innovative solutions bridge the gap between you and your customers, fostering meaningful connections and driving results

****Visit:****

<https://leoblaster.com/whatsapp-marketing>

****Features Offered by Leoblaster:****

- ****Instant API Activation:**** : Start sending messages within minutes.
- ****Affordable Plans:****: Starting from low monthly costs payable in Naira.
- ****Zero Coding Required:****: No need for developers. Point-and-click interface.
- ****Multiple Tools:**** :Message scheduling, CRM, chatbots, template approval.
- ****Local Support:**** :Dedicated customer service tailored to Nigerian businesses.

8. Why WapsChat?

Many providers like **WATI**, **360Dialog**, and **Green API** charge expensive fees in foreign currencies and have complex onboarding processes. These platforms are often priced for international audiences and may not cater well to the Nigerian market.

****Reasons to Choose Leoblaster:****

- ****Local Pricing:**** :Pay in Naira—no need for dollar cards or forex issues.
- ****Simplified Onboarding:**** :Fast setup within minutes, without developer input.
- ****All-in-One Platform:**** :Marketing tools, customer support, templates—all built-in.
- ****Cost-Effective:**** :Plans designed for SMEs, startups, and large companies alike.
- ****Transparent Billing:**** :No surprise charges or hidden fees.

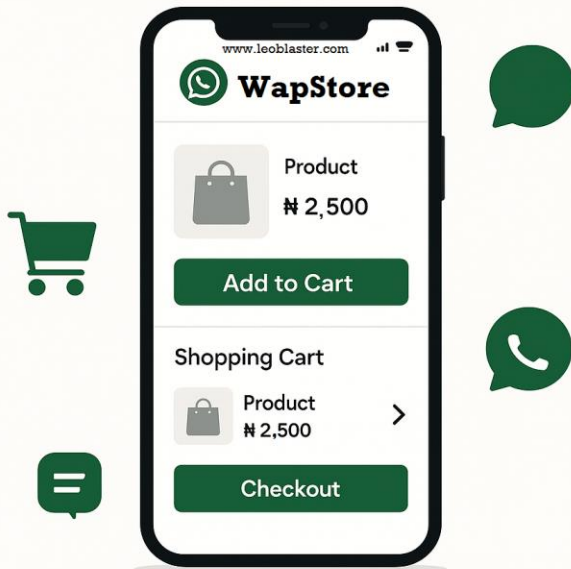
In short, Leoblaster combines affordability, local payment options, and ease of use to make WhatsApp Cloud API accessible to everyone in Nigeria.

****Visit:**** Leoblaster today

<https://leoblaster.com>

Launch Your Free WhatsApp eStore in Minutes!

Take orders via WhatsApp, then convert your store to a downloadable mobile app!



Create
WhatsApp store
in minutes.

Did you know you can create a WhatsApp-powered eStore in just minutes:

completely free? This incredible platform not only lets customers place orders directly through WhatsApp, but also allows you to

convert your store into a mobile app that customers can easily download and install

<https://leoblaster.com/wappstore>

**** Other services and websites:****

1. <https://leoblaster.com/bulk-sms>
2. <https://leoblaster.com/portal/android-gateway/>
3. <https://leoblaster.com/social-media>
4. <https://leomart.com.ng/>
5. <https://website.leomart.com.ng/>
6. <https://leopay.com.ng/>
7. <https://leopay.ng/>
8. <https://website.leomart.com.ng/web2app/>
9. <https://leomart.com.ng/cac-registration/>
10. <https://hintmailer.com.ng/>

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<https://chat.whatsapp.com/HfduLnytexg5YHH9T7N0s3>