

About WhatsApp Business Platform account

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This article is intended for businesses that use [WhatsApp Business Platform](#).



Explore our [help content library](#) to find answers and troubleshoot issues.

The [WhatsApp Business Platform](#) gives businesses the ability to engage and communicate with customers. To access the platform, you need a WhatsApp Business account:

- If you're developing for yourself or your organization, not on behalf of a client, visit the [WhatsApp developer documentation](#) to create your WhatsApp Business account.
- If you're a Solution Partner, [create your WhatsApp Business account](#) with a business portfolio.
- If a Solution Partner is supporting your business with the technical integration of the WhatsApp Business Platform, [use the embedded signup](#) flow to create your WhatsApp Business account.

If your business uses the [WhatsApp Business app](#), go to [this article](#) for more details.

Learn more

- [Tips for using the WhatsApp Business Platform](#)
- [Connect your Facebook Page to WhatsApp](#)
- [How to connect your phone number to your WhatsApp Business Account](#)
- [Create message templates for your WhatsApp Business Account](#)
- [Understand the differences between WhatsApp Business solutions](#)



Basics

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Create

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