

WhatsApp for RetailCRM.pro \ Simla.com

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How to create a template for WhatsApp Business API

Step-by-step instructions how to create a template in our app

1. First of all, you need to open wtargeted.com/ and click on the "Facebook Login" button or "Google Login" button

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2. After you have logged in to your google \ facebook account, you must enter your PERSONAL phone number on which there is a WhatsApp application, a verification code will be sent to it (not to be confused with the number that you connected with us)

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3. Put your App key and Secret and press "Yes, continue".

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4. After this, an app menu will be opened. Click on the "Submit template" button.

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5. Select the desired language and template type.

Write your message with variables in the first column. For example, "Hello, our employee will answer you as soon as possible. Ticket {{1}} has been created." Variables should be in braces {{}}.

Write a sample message replacing the variables with meaningful information in the second column. For example, "Hello, our employee will answer you as soon as possible. Ticket [999TTT] has been created.". The placeholder is square brackets [].

Then click "Submit Template".

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6. After review, your template will appear in "Approved templates".

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Don't forget to click on the "refresh" button.

How to improve your mailing

How to improve your Template

When preparing a mailing campaign, one of the most common questions is: *How can I create an effective newsletter without risking being blocked?* In this article, we'll share practical recommendations to help you achieve that.

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Text Length

Meta recommends keeping marketing templates under 500 characters to maximize customer engagement. The optimal range is 300–500 characters. In practice, this means keeping your message concise and focused: present the essence of your offer in just a few sentences instead of overwhelming readers with a wall of text.

Personalization with Variables

Personalization significantly improves the effectiveness of your campaigns. Using variables such as the customer's name is a simple but powerful way to make your messages feel more personal. After all, everyone appreciates being addressed directly.

Use of Media

Adding visuals such as bright images or short videos is a proven way to increase click-through rates. High-quality media design not only attracts attention but also serves as an important driver of conversions.

Action Buttons

Quick-reply buttons are an excellent tool for faster customer interaction. A single click is always easier than typing a response.

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In addition, action buttons can redirect users directly to your website or phone number, making the communication process seamless and convenient.

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Unsubscribe Button

Meta recommends including an “Unsubscribe” button in mass-mailing templates, and we strongly support this practice. It’s much better to give customers an easy, native way to opt out than to risk complaints or negative feedback.

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Conclusion

If you want your newsletter to deliver high engagement and strong conversion rates, make sure your template includes all of the elements listed above: concise copy, personalization, engaging visuals, action buttons, and an unsubscribe option.

Important Note: Templates containing images or call-to-action buttons (such as a website link or phone number) can only be approved via chat with our support team: wa.me/421233221242
wa.me/17377101702

RetailCRM

Simla

Installation

1)

API Key — which you create in your Simla account. Settings -> Integration -> API Access Keys

2q96pAWsSvfse2TWk_1l-sbP5YeyrgwcaWHZIOQO

API methods allowed:

/Getting (integration_read)

/Editing (integration_write)

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2)

fjpYl6TVychq-Mslwseqd426grvXyH5uBIWdciwr

You will receive the AppID and Secret after setting up your WhatsApp number. Click Save.

3)

dMusJMN8KGfWmsFzYaXZ_fr0-m55HKXqrB6GPGdE

How to check

1)

ImLdpiqCiPQuJJaMGD_pAiORt1EXqFH0itYNUgc5

2)

8PH0bUKSZ8T7Jaxb--SsoVVlk6C0M6TMdaqQKBiv

3)

Write to the new WhatsApp number from your WhatsApp mobile app on your phone.

Reply to an incoming message

aJR-Yy6n4HvraUaw9KLbMOOD2jMGhwYFxLyXipE1

Mailing via RetailCRM \ Simla.com

1. First of all, you need to create a segment Marketing - Segments - Create a segment

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Enter segment name and select segment type

38ef3e81fa31fe9d2efd5faea28196af.png

2. Add the desired filter group. In our case, the filter is "Customer Data".

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3. Inside the filter group, add a filter, in our case it is "Registration date".

20ad6485e8048938543967ec2fa7e7a4.png

41a882bfd5d208437cd5722d2c594431.png

Select a range, in our case it is from 03.04 to 04.04

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4. Next, we need to send messages to clients from this segment. Go to the section "Sales" - "Customers" - "List". In the filter, select "Segment" and click "Apply". Clients will be sorted by the selected segment

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5. At the bottom of the page there is an "Actions" button. We need it. Select all elements on the page. The blue triangle in the table with clients is responsible for this. Then click on the "Actions" button and select "Write to WhatsApp"

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6. Select a template and click "Submit"

Adding variables for templates in RetailCRM

1. First of all, you need to add a template
Settings - Chat Templates - Add

e437d4410d4f99e178f8e3374f0b3137.png

2. Choose template

93cfd2caf556a04850446dc6a228b86e.png

3. Select option for your variable and press Add

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How to set up Autoreply in RetailCRM.pro \ Simla.com

In this tutorial, we'll show you how to create an auto-reply for clients

1. To set up autoreply you need to install "Bot Distributor"

Go to the "Settings" => "Marketplace" => "Bots"=> "Bot Distributor"

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2. Choose "Bot Distributor", check the box "Activity" and press "Go to account settings"

3615c8b800c7a15e091d7577ec5397ac.png

3. Customize the bot the way you want

Sending templates from Simla

In this manual you will learn how to send templates from a customer card

1. First of all, you need to go to the Settings => Templates => Chat templates

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2. After that you need to choose a template and activate it

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3. After this you need to go to the Sales => Customers => List and choose a customer

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4. Open a customer's card, press 'Chat templates' and choose a template that you want to send

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