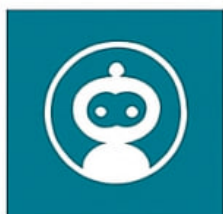


How to improve your mailing

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.



CHATARCHITECT

How to improve your template for WhatsApp Business API

-  **Text volume** 20%
Send text no longer than 500 characters to increase engagement
-  **Variables** 40%
Use variables for more personalized addressing
-  **Media** 60%
Add an **Image** or **video** to attract the client
-  **Buttons** 80%
Add quick reply buttons or buttons with a link/number to increase the chance of client's response
-  **Button "Unsubscribe"** 100%
This button will help you reduce the likelihood of blocking

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.

Hello. Please select the best day to check in.

10:40

← Monday

← Tuesday

← Wednesday

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

Hello. Thank you for contacting our service. To go to the site or to call, click on the buttons below

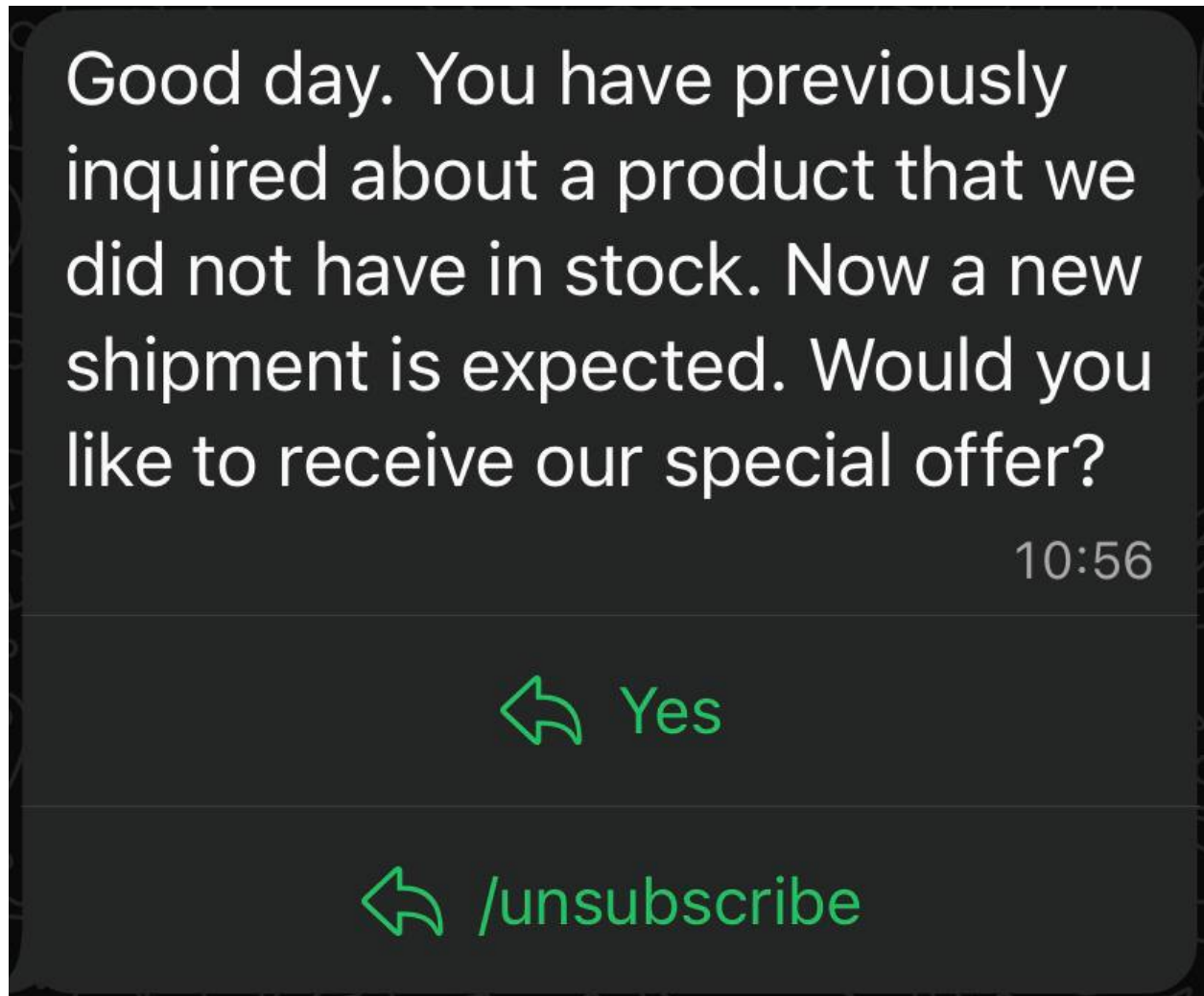
10:50

↗ Our website

☎ Call me

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.



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

