



# WhatsApp for Business

## Graphics Checklist



**Brand Colours**

---



**Contrast and Clear**

---



**Visual Hierarchy**

---



**White Space**

---



**Readable Fonts**

---



**My Photos**

---



*WhatsApp for Business*

# Caption Checklist

## Is this AIDA?

**Awareness**

---

**Interest**

---

**Desire**

---

**Action**

---



# WhatsApp for Business

## Awareness Checklist



**What**

---



**Where**

---



**Who**

---



**When**

---



**Why**

---



**One Call to Action**

---



# WhatsApp for Business Interest Checklist



**Curiosity**

---



**Tell a Story**

---



**Be Unpredictable**

---



**Tug at Heartstrings**

---



**Unique Perspective**

---



**One Call to Action**

---

*@wahmtraining*



# WhatsApp for Business Desire Checklist



**Make them Want it**

---



**Testimonials**

---



**Show Results**

---



**Before and After**

---



**What's in it for me?**

---



**One Call to Action**

---



# WhatsApp for Business Action Checklist



**What to DO**

---



**Call to Action**

---



**Doing words**

---



**Make it Easy**

---



**One Thing only**

---



**One Call to Action**

---



# WhatsApp for Business Posting Checklist



**Graphic**

---



**Caption - AIDA**

---



**ONE Call to Action**

---



**Contact Details**

---



**Shared**

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**Thank You**



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