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WhatsApp and your online shop: order buttons, updates and what needs the API

Cloud API & Chatbots

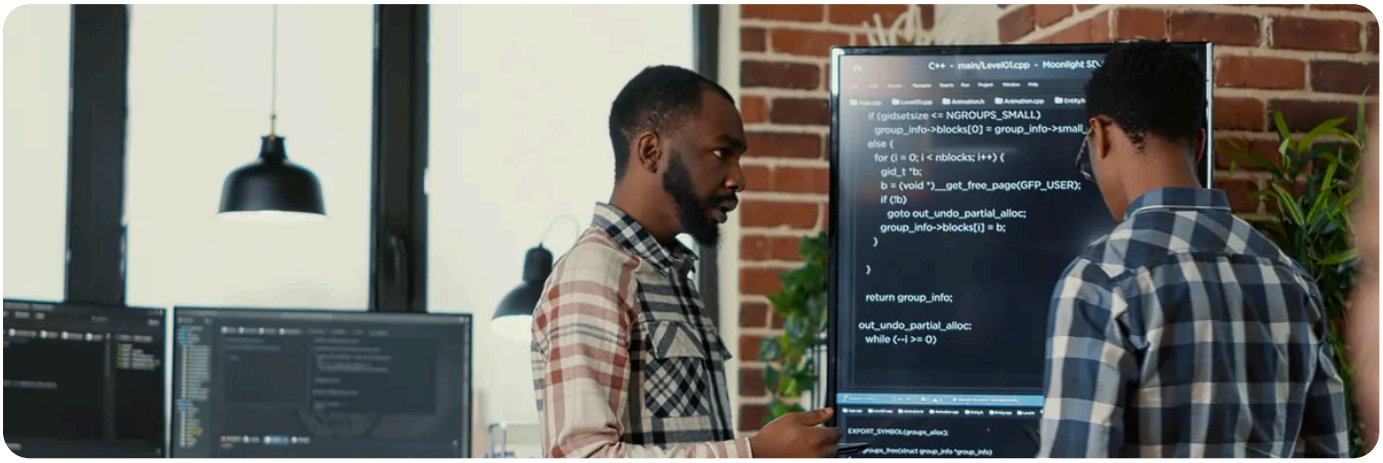
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WhatsApp and your online shop: order buttons, updates and what needs the API

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Tying WhatsApp to your shop comes in **three steps**, and each asks more than the last: a button that opens a chat about a product (nothing to install), automatic order-status updates (which need the official API and approved templates) and recovery or promotion messages (which need the API and consent). Start with the first; many shops never go beyond it and sell well.

The three steps

Step	What it is	What it needs	Risk
1. Order button	"Ask on WhatsApp" on each product, with the product name and link already written.	Just a wa.me link per product. No API.	Low. The person writes to you first.
2. Order updates	Confirmation, dispatch, delivery, sent by themselves.	Meta's Cloud API, approved templates, and a system that connects the shop to WhatsApp.	Medium. You need consent and must follow the templates.
3. Recovery and promotions	Abandoned cart, news, offers.	The same, plus specific consent for marketing.	High. It is what blocks most numbers.

Step 1: the button on each product

On each product page, put a link like `https://wa.me/NUMBER?text=...` in which the text carries the product name and the page address, like this: *"Hello, I have a question about [product name] (address)".* You get a contact that already says which product it is about. The right format and the common mistakes are in **what goes wrong with wa.me links**, and the fixed corner button in **putting WhatsApp on your site**.

Step 2: automatic updates, in outline

1. **Get Meta's Cloud API** with a number, a token and templates for "order confirmed", "on its way", "delivered". Templates are approved by Meta: **the Cloud API: getting started** and **templates and the 24-hour window**.

2. **Make the shop notify the system.** WooCommerce lets you configure *webhooks* for order events; in n8n, for example, a flow receives that notice and sends the right template: **an n8n flow with WhatsApp**.

3. **Map the shop's statuses to templates.** Each order status matches a message: **order statuses in WooCommerce**.

4. **Test with small real orders** and check what arrives, at what time, and in which language.

Payment remains whatever the shop has configured.
WhatsApp is for talking and notifying; it does not replace a payment method. For what the shop accepts, see the shop's payments screen and **a shop with local payment methods**. Do not send payment details in a message.

Order updates are not marketing.
Mixing a promotion into an order-status message, or writing to people who never agreed, is what Meta penalises. Ask for consent at checkout and separate the purposes: **consent for WhatsApp messages**.

What about e-mail?
The shop's e-mail notices are the channel of trust: keep them working (**WooCommerce e-mails not arriving**) and use WhatsApp as a complement, not a substitute.

NEED A HAND?

Want to tie WhatsApp to your WooCommerce shop? Tell us how you sell today.

Open a support ticket →

SEE ALSO

Putting WhatsApp on your site: the link, the button and the ready-written message →

- **The WhatsApp link on your site does not work**
- **The WhatsApp Cloud API: advantages, disadvantages and who it is for**
- **Setting up a product catalogue in the WhatsApp Business app**

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