

How To Create A Message Template In Upscaleup

1 Navigate to <https://dashboard.upscaleup.io/dashboard>

NEW: You Can Now Add Contacts In Multiple Groups. Check It Out, Chaitanya 🙌

[Add Contact](#) [Create / Schedule Campaign](#) [Create Template](#)

Contacts	Campaigns	Templates	All Chats
8373	42	54	16138
View Contacts	View Campaigns	View Templates	View Chats

Active Subscription
Your Subscription Expires On 2025-12-27 19:14:23

Campaigns
Below Are Your Outgoing Or Scheduled Campaigns

You Do Not Have Any Outgoing Or Scheduled Campaigns

[Create / Schedule Campaign](#)

Team: TECHNOGEEKZ

Chart Data:

Date	Inbound Chats	Outbound Chats
19 Apr	~1	0
20 Apr	~1	0
21 Apr	0	0
22 Apr	0	~11
23 Apr	~6	~6
24 Apr	0	0

2 Click "Message Templates"

The screenshot shows the UpScaleup Dashboard. The sidebar on the left contains the following menu items: Dashboard, Chats (1673), Contacts, Campaigns, Message Templates (highlighted with an orange circle), Setup ChatBots, Team, Account Settings, Billing & Subscription, Support Desk, and Developer Tools. The main dashboard area features a header with the UpScaleup logo, language selection (EN), and a back arrow. Below the header is a notification: "NEW: You Can Now Add Contacts In Multiple Groups. Check It Out, Chaitanya 🙌". Three action buttons are visible: "Add Contact", "Create / Schedule Campaign", and "Create Template". The dashboard includes four summary cards: "Contacts" (8373), "Campaigns" (42), "Templates" (54), and "All Chats" (16138). A line chart shows a peak in activity. Other sections include "Active Subscription" (expires 2025-12-27) and "Campaigns" (no outgoing campaigns).

3 Click "Create Template"

The screenshot shows the "Message Templates" page in the UpScaleup interface. The sidebar on the left is the same as in the previous screenshot, with "Message Templates" selected. The main content area has a header with the UpScaleup logo, language selection (EN), and a back arrow. Below the header is the text "Add Template" and two buttons: "Sync Templates" and "Create Template" (highlighted with an orange circle). A table lists the existing message templates:

Name	Category	Preview	Status	Last Updated
Happy_holi_bni	Marketing	Hello *BNI Member* 🇮🇳 This Holi, Le...	Approved	07-Apr-25 12:47 PM
Womens_day_bni	Marketing	Hello *BNI Member* 🌸 👩 Women Are...	Approved	07-Apr-25 12:47 PM
Usu_renewal_notice	Marketing	Hi *{{1}}* 🥰, We Noticed That Your *U...	Approved	07-Apr-25 12:47 PM
Hi_hello_technogeekz	Marketing	Hey There, Chaitanya Here From *TE...	Approved	07-Apr-25 12:47 PM
Tgdashboard_new_proposal_2Utility		Hey *{{1}}* 🌟 🌟 As Per Our Discussion...	Approved	07-Apr-25 12:47 PM
Usu_valentine_offer	Marketing	Hey {{1}} 🥰 🥰 This Valentine's, Make Y...	Approved	07-Apr-25 12:47 PM
Hi_hello	Marketing	Hi There 🥰 This Is Chaitanya From Up...	Approved	07-Apr-25 12:47 PM
Hey_bus_2_usu	Marketing	Hey *{{1}}*! 🚀 Don't Miss Out! Busines...	Approved	07-Apr-25 12:47 PM

4 Give your template a nice name that you want.

Scaleup EN

Create New Template

This page is time-sensitive. If the page stays stuck on the 'Template Is Being Uploaded' popup for too long, start over and try again. Back Create Template

Name
weekend_offer

Category
Utility

Language
Select Language

Header (Optional)
Add a title or choose which type of media you'll use for this header
Text Image Video Document

Characters: 0/60 Add Variable (Max: 1)

Body (Required)

5 Click "Marketing" as the template category

Scaleup EN

Create New Template

This page is time-sensitive. If the page stays stuck on the 'Template Is Being Uploaded' popup for too long, start over and try again. Back Create Template

Name
weekend_offer

Category
Utility
Marketing
Authentication

Language
Select Language

Header (Optional)
Add a title or choose which type of media you'll use for this header
Text Image Video Document

Characters: 0/60 Add Variable (Max: 1)

Body (Required)
Enter the text for your message in the language that you've selected

6 Select language in which your template will be in.

The screenshot shows the 'Message Templates' configuration interface. On the left is a sidebar with navigation options: Chats (1673), Contacts, Campaigns, Message Templates (selected), Setup ChatBots, Team, Account Settings, Billing & Subscription, Support Desk, and Developer Tools. Below the sidebar, the team is identified as 'TECHNOGEEKZ' and the user 'Chaitanya ...' is shown. The main form has the following fields:

- Name:** weekend_offer
- Category:** Marketing
- Language:** A dropdown menu is open, showing options: Chinese (HK...), Chinese (TAI), Croatian, Czech, Danish, Dutch, and English (highlighted with an orange circle).
- Header (Optional):** Add a title or choose which type of media you'll use for this header. Options: Text, Image.
- Body (Required):** Enter the text for your message in the language that you've selected.

On the right, a preview of the message template is shown with a patterned background and a white header area.

7 Use appropriate header, its optional if you wish to create a template without header.

The screenshot shows the 'Message Templates' configuration interface, similar to the previous one. The 'Language' dropdown is now set to 'English'. The 'Header (Optional)' section has a dropdown menu open showing options: Text, Image, Video, and Document. The 'Text' option is highlighted with an orange circle. The 'Body (Required)' section remains the same.

On the right, the preview of the message template is shown, which now includes a white header area.

Chats 1673

Contacts

Campaigns

Message Templates

Setup ChatBots

Team

Account Settings

Billing & Subscription

Support Desk

Developer Tools

Team: TECHNOGEEKZ

Chaitanya ...
View Profile

Name: weekend_offer

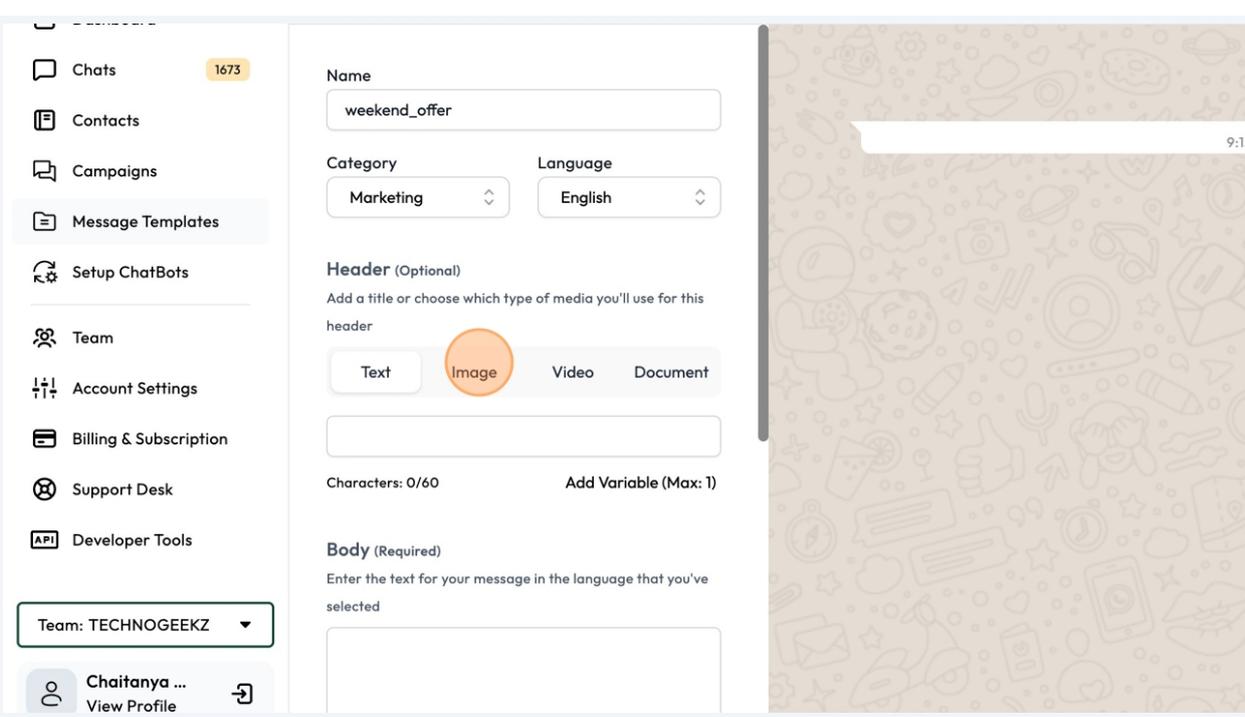
Category: Marketing Language: English

Header (Optional)
Add a title or choose which type of media you'll use for this header

Text Image Video Document

Characters: 0/60 Add Variable (Max: 1)

Body (Required)
Enter the text for your message in the language that you've selected



Chats 1673

Contacts

Campaigns

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Developer Tools

Team: TECHNOGEEKZ

Chaitanya ...
View Profile

Name: weekend_offer

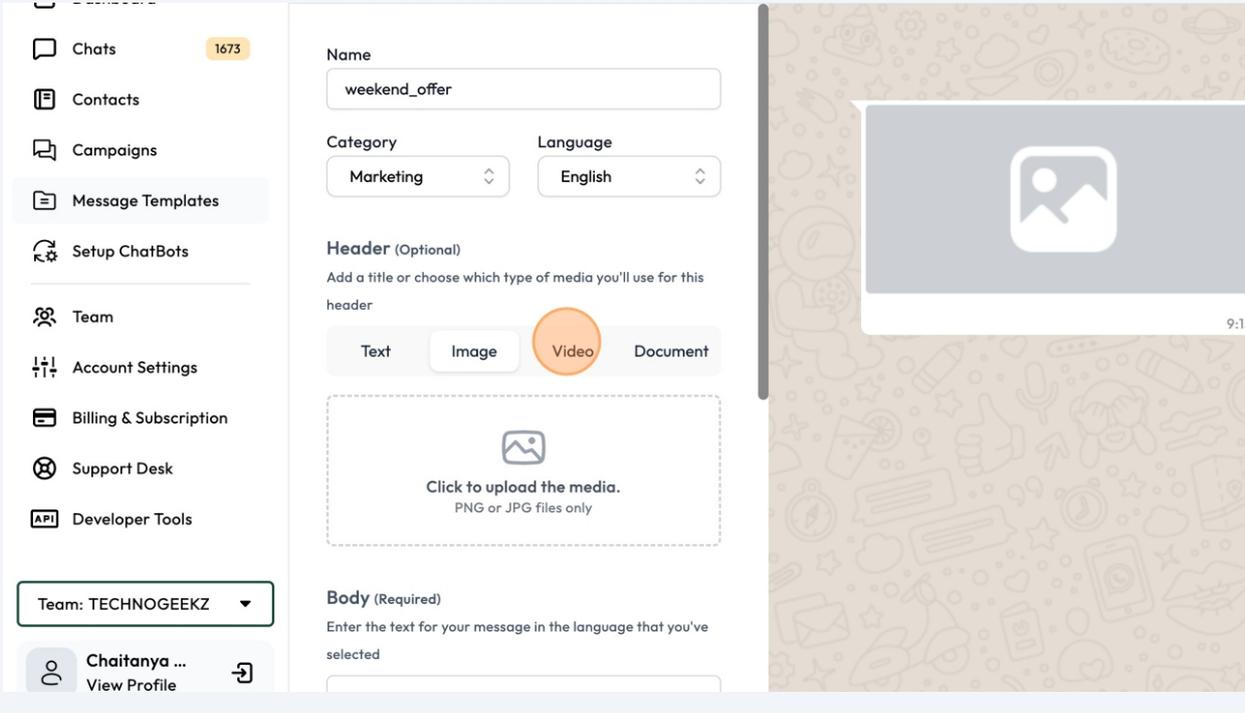
Category: Marketing Language: English

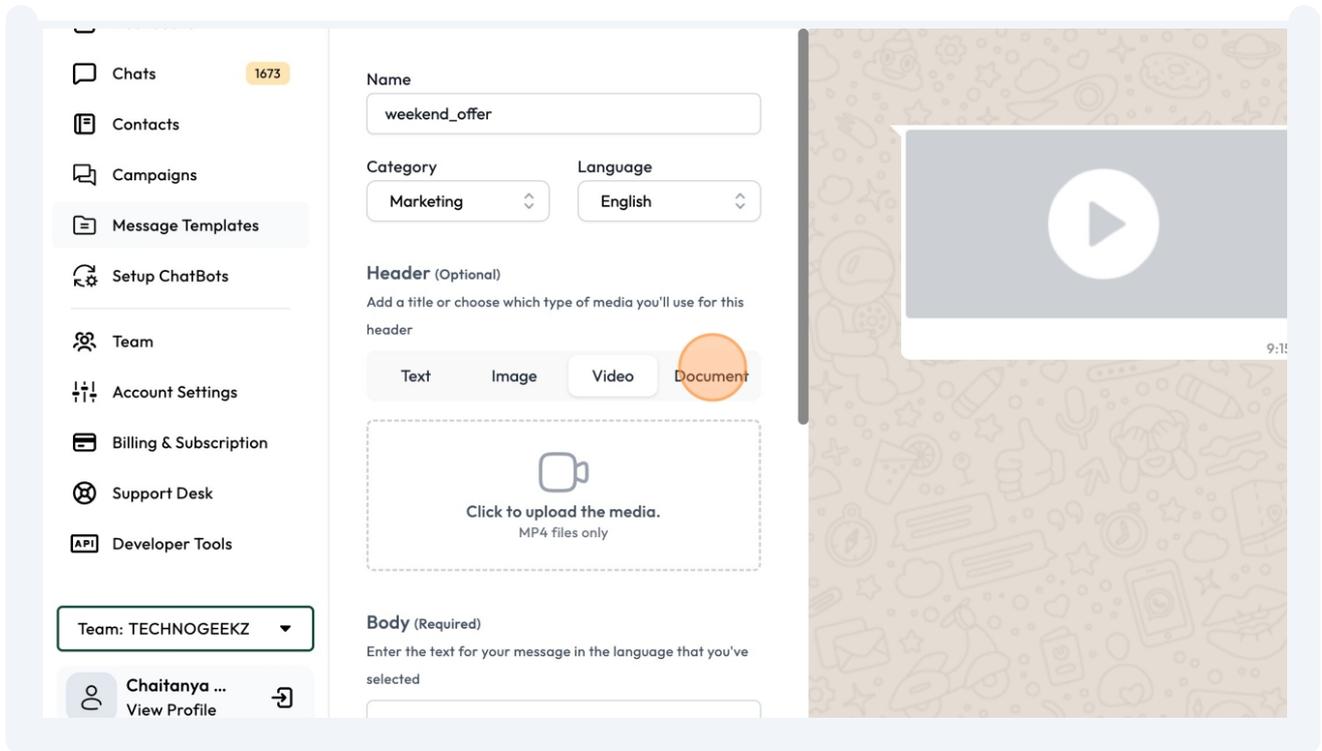
Header (Optional)
Add a title or choose which type of media you'll use for this header

Text Image Video Document

Click to upload the media.
PNG or JPG files only

Body (Required)
Enter the text for your message in the language that you've selected





Adding a image / video to a message increases the engagement ratio up by 34%.



Here the media is just the sample. You can change the media when scheduling actual campaign.

8

Once you are ready with the header type, click "Click to upload the media." See the media types allowed.

Chats 1673

Contacts

Campaigns

Message Templates

Setup ChatBots

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Support Desk

Developer Tools

Team: TECHNOGEEKZ

Chaitanya ...
View Profile

Name
weekend_offer

Category Marketing Language English

Header (Optional)
Add a title or choose which type of media you'll use for this header

Text Image Video Document

Click to upload the media.
PNG or JPG files only

Body (Required)
Enter the text for your message in the language that you've selected

9:11

9

Click this field to add body content. Use "Add Variable" button to add a variable. Or you can manually write `{{1}}` / `{{2}}` and so on.

upscaleup EN

Dashboard

Chats 1673

Contacts

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Setup ChatBots

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Developer Tools

Create New Template

This page is time-sensitive. If the page stays stuck on the 'Template Is Being Uploaded' popup for too long, start over and try again.

Back Create Template

Body (Required)
Enter the text for your message in the language that you've selected

Hey {{1}},
Welcome to our store! We have launched new products just for you! Offer valid till this weekend.

Characters: 108/1098 B I S </> Add Variable

Samples for body content
Please add an example for each variable in your body text. Do not use real customer information. Cloud API hosted by Meta reviews templates and variable parameters to protect the security and integrity of their services.

{{1}} Enter content for {{1}}

Add sample text

Hey {{1}},
Welcome to our store! We have launched new products just for you! Offer valid till this weekend.

9:11



Variable is nothing but a dataset that will dynamically change according to the user's phone number.

For eg, if you want to send personalised messages to users using their name, you can add the below:

Hello **{{1}}**

Here, the system will dynamically take the name of the user while sending them a message. Learn more about this in scheduling campaign How To's

10 Select the text and tap on B to make it bold, italic etc.

The screenshot shows the Scāleup app interface for creating a message template. On the left is a navigation menu with options like Dashboard, Chats (1673), Contacts, Campaigns, Message Templates, Setup ChatBots, Team, Account Settings, Billing & Subscription, Support Desk, and Developer Tools. The main area is titled 'Body (Required)' and contains a text input field with the text: 'Hey {{1}}, Welcome to our store! We have launched new products just for you! Offer valid till this weekend.' Below the input field is a character count '108/1098' and a formatting toolbar with buttons for Bold (B), Italic (I), Underline (U), and Code (</>), along with an 'Add Variable' button. A 'Samples for body content' section provides instructions and a placeholder for variables. On the right, a preview shows the message with a placeholder image and the same text, ending with a timestamp '9:11'.



Pro Tip: Use emojis from web.whatsapp to make the template body more exciting and appealing.

11

Here tell META what will go in the variable. It can be name/fullname etc. This is just for META to understand what will go in that variable.

upscaleup EN

Create New Template

This page is time-sensitive. If the page stays stuck on the 'Template Is Being Uploaded' popup for too long, start over and try again. Back Create Template

Characters: 110/1098 B I S </> Add Variable

Samples for body content

Please add an example for each variable in your body text. Do not use real customer information. Cloud API hosted by Meta reviews templates and variable parameters to protect the security and integrity of their services.

{{name}}

Footer Description (Optional)

Add a short line of text to the bottom of your message template

Characters: 0/60

Buttons (Optional)

Create buttons that let customers respond to your message

Hey {{name}},

Welcome to our store! We have launched new products just for you! Offer valid till this weekend. 9:11

12

Use footer text to add any tagline or disclaimer.

110/1098 B I S </> Variable

Samples for body content

Please add an example for each variable in your body text. Do not use real customer information. Cloud API hosted by Meta reviews templates and variable parameters to protect the security and integrity of their services.

{{name}}

Footer Description (Optional)

Add a short line of text to the bottom of your message template

Ps / Disclaimer / Tagline

Characters: 25/60

Buttons (Optional)

Create buttons that let customers respond to your message or take action

Call phone number (1) Visit website (2)

Hey {{name}},

Welcome to our store! We have launched new products just for you! Offer valid till this weekend. 9:11

Ps / Disclaimer / Tagline

Now lets add buttons.

13 Want a user to visit website? Use this button.

Chats 1673

- Contacts
- Campaigns
- Message Templates
- Setup ChatBots
- Team
- Account Settings
- Billing & Subscription
- Support Desk
- Developer Tools

Team: TECHNOGEEKZ

Chaitanya ... View Profile

Please add an example for each variable in your body text. Do not use real customer information. Cloud API hosted by Meta reviews templates and variable parameters to protect the security and integrity of their services.

{{1}} name

Footer Description (Optional)
Add a short line of text to the bottom of your message template

Ps / Disclaimer / Tagline

Characters: 25/60

Buttons (Optional)
Create buttons that let customers respond to your message or take action

- Call phone number (1)
- Visit website (2)
- Copy offer code (1)
- Custom button (6)

Hey {{1}},

Welcome to our store! We have launched new products just for you! Offer valid till this weekend.

Ps / Disclaimer / Tagline 9:!!

14 Add button text and URL.

Chats 1673

- Contacts
- Campaigns
- Message Templates
- Setup ChatBots
- Team
- Account Settings
- Billing & Subscription
- Support Desk
- Developer Tools

Team: TECHNOGEEKZ

Chaitanya ... View Profile

Footer Description (Optional)
Add a short line of text to the bottom of your message template

Ps / Disclaimer / Tagline

Characters: 25/60

Buttons (Optional)
Create buttons that let customers respond to your message or take action

- Call phone number (1)
- Visit website (2)
- Copy offer code (1)
- Custom button (6)

Url

Button Text Website url

Visit Website www.yourdomain.com

Hey {{1}},

Welcome to our store! We have launched new products just for you! Offer valid till this weekend.

Ps / Disclaimer / Tagline 9:!!

Visit Website

15 Want user to call you? Use this button.

The screenshot shows a dashboard with a sidebar on the left containing menu items: Chats (1673), Contacts, Campaigns, Message Templates, Setup ChatBots, Team, Account Settings, Billing & Subscription, Support Desk, and Developer Tools. Below the sidebar is a team selector for 'Team: TECHNOGEEKZ' and a user profile for 'Chaitanya ... View Profile'. The main content area is divided into three sections:

- Footer Description (Optional):** A text input field containing 'Ps / Disclaimer / Tagline' with a character count of 25/60.
- Buttons (Optional):** A section for creating buttons. It includes a 'Call phone number (1)' button highlighted with an orange circle, a 'Visit website (2)' button, a 'Copy offer code (1)' button, and a 'Custom button (6)' button.
- Url:** A section with a 'Button Text' field containing 'Visit Website' and a 'Website url' field containing 'www.yourdomain.com'.

On the right, a preview of a message template is shown with a placeholder image, the text 'Hey {{!}},', a bolded promotional message, and a 'Visit Website' button.

16 Use button text, country code and phone number that you want user to connect to.

This screenshot is similar to the previous one but shows a different button configuration. The 'Call phone number (1)' button is still present, but a new 'Call Us' button is highlighted with an orange circle. The 'Url' section is replaced by a 'Phone number' section with the following configuration:

Button Text	Country	Phone number
Call Us	91	7897897898

The 'Visit website (2)' button and the 'Copy offer code (1)' button are also visible. The preview on the right shows the 'Call Us' button added to the message template.

17 Use "Custom button" to add a button that will trigger chatbot. Learn more about this in Chatbot / Automation How To's

Dashboard

Chats 1673

Contacts

Campaigns

Message Templates

Setup ChatBots

Team

Account Settings

Billing & Subscription

Support Desk

Developer Tools

Team: TECHNOGEEKZ

Chaitanya ...

Ps / Disclaimer / Tagline

Characters: 25/60

Buttons (Optional)
Create buttons that let customers respond to your message or take action

Call phone number (1)

Visit website (2)

Copy offer code (1)

Custom button (6)

Url

Button Text Website url

Visit Website www.yourdomain.com

Phone number

Button Text Country Phone number

Call Us 91 789789789€

Hey {{1}},

Welcome to our store! We have launched new products just for you! Offer valid till this weekend.

Ps / Disclaimer / Tagline 9:!!

Visit Website

Call Us

18 Give your custom button a text that you desire.

Chats 1673

Contacts

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Setup ChatBots

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Billing & Subscription

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Developer Tools

Team: TECHNOGEEKZ

Chaitanya ...
View Profile

Create buttons that let customers respond to your message or take action

Call phone number (1)

Visit website (2)

Copy offer code (1)

Custom button (6)

Url

Button Text Website url

Visit Website www.yourdomain.com

Phone number

Button Text Country Phone number

Call Us 91 789789789€

Quick reply

Button Text

Know More

Hey {{1}},

Welcome to our store! We have launched new products just for you! Offer valid till this weekend.

Ps / Disclaimer / Tagline 9:!!

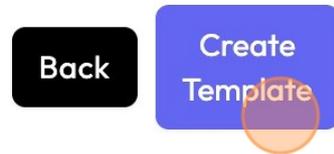
Visit Website

Call Us

Know More

19 Click "Create Template" to submit the template to META

Page stays stuck on the 'Template Is Being Uploaded' try again.



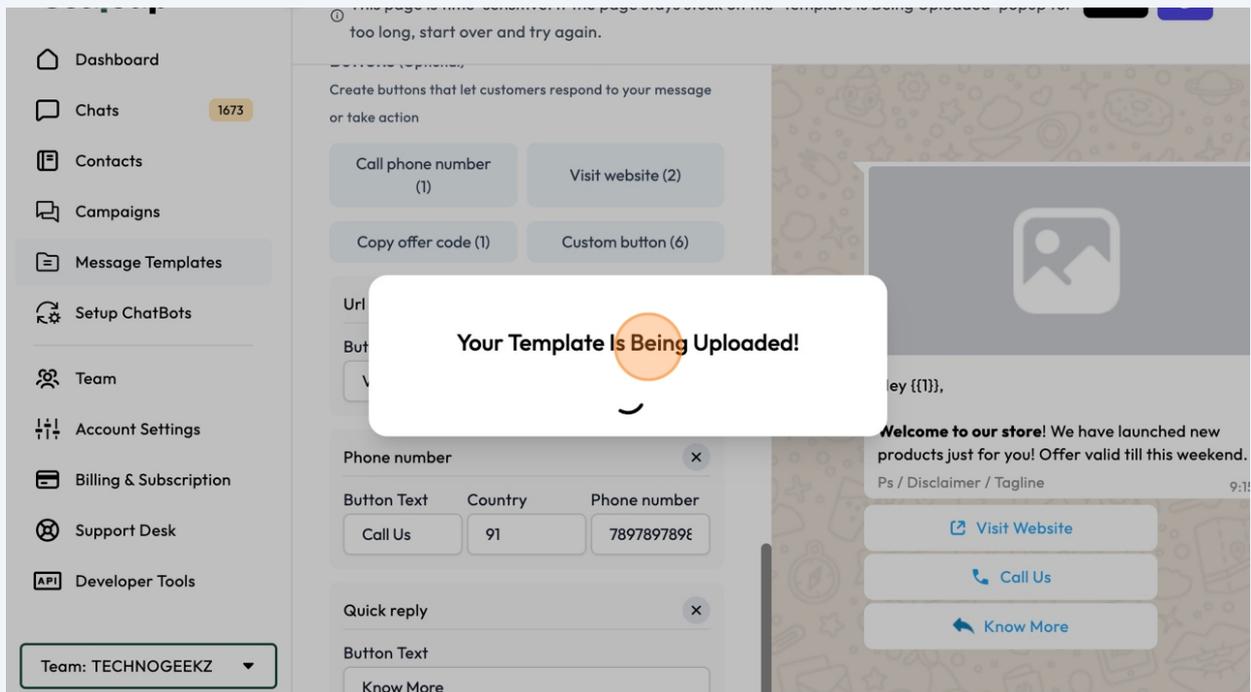
to your message

website (2)

button (6)



20 This is the last step in this module. Once this is done, the template will be uploaded and submitted to META.





This page is time-sensitive. If the page stays stuck on the 'Template Is Being Uploaded' popup for too long, start over and try again.

Keep the data ready so that you can quickly copy paste it if needed.



That's It. You can now proceed to broadcast this template to all your contacts.