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The WhatsApp Template Pack

Twelve messages for nurseries, from first enquiry to enrolment

How to Use This Pack

Twelve messages, grouped by where a parent is in the journey.
Copy one, swap the details in brackets, send.

Change everything in brackets

Every template carries placeholders like [Parent name], [Child name] and [Link]. A message that still says [Nursery name] when it arrives does more harm than no message at all.

Keep one ask per message

Each template ends in a single next step, usually a time to pick or a link to tap. Two asks in one message lowers the chance of either one happening.

Keep it short

Parents read WhatsApp on a phone, often standing in a doorway. None of these templates runs longer than a phone screen, and yours should not either.

Know which messages need approval

Replies sent inside twenty-four hours of a parent writing to you go straight out. Messages you start yourself after that window, like the campaigns in Section 04, have to be submitted as templates and approved before they can go out. Your WhatsApp provider handles the submission.

Send from one place, not one phone

These templates work from a personal phone. The follow-up does not. Whoever replies next needs to see what was already promised.

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Want these going out on their own, not typed one by one? Book a free session with an expert.

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The First Response

SECTION 01 · The parent has just written to you.
These three decide whether the conversation carries on.

01 The first reply

Send when: a new enquiry lands, at any hour.

Hi [Parent name], thank you for reaching out to [Nursery name].

We have places in [Programme or age group] from [Month].

The best next step is a short visit. Pick a time that suits you: [Link]

If you would rather talk first, reply here and we will call you back.

02 The after-hours reply

Send when: a message arrives outside your working hours.

Hi [Parent name], thank you for your message. Our team is offline at the moment. We open at [Time] and will come back to you then.

In the meantime, here is a short look at our nursery and our programmes: [Link]

If it is urgent, call us on [Number].

03 The details you need

Send when: you need more detail before you can answer properly.

Thank you, [Parent name]. So we can send you the right information, could you share:

Your child's name and age
The programme or age group you are looking at
When you would like to start

We will come back with availability and fees the same day.

**See how a first reply goes out in seconds, at any hour.
Book a free session with an expert.**

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From Chat to Booked Tour

SECTION 02 · Interest is there. Now it needs a date.
Every one of these ends in a time or a link.

04 The tour invitation

Send when: a parent is interested but has not picked a time.

Hi [Parent name], we would love to show you around [Nursery name].

Here are our next visit times:
[Day and time]
[Day and time]
[Day and time]

Reply with the one that suits you, or choose another here: [Link]

05 The tour confirmation

Send when: a slot is booked.

Hi [Parent name], your visit is confirmed for [Day] at [Time].

You will meet [Staff name], see the [Programme] room while the children are in session, and have time for your questions.

We are at [Address]. [Parking or access note].

Reply here if anything changes.

06 The day before

Send when: twenty-four hours before the visit.

Hi [Parent name], we are looking forward to seeing you at [Time] tomorrow.

Do bring [Child name] along if you can. Watching how they settle into the room will tell you more than anything we can say.

See you then.

Turn a WhatsApp chat into a booked tour, without retyping a thing. Book a free session with an expert.

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After the Visit

SECTION 03 · The visit went well. What happens next decides it.
Send the first within hours, not days.

07 The same-day thank you

Send when: within a few hours of the visit.

Hi [Parent name], it was lovely to meet you and [Child name] today.

As promised, here are our fees and term dates: [Link]

If [Nursery name] feels right, we can hold a place in [Programme] for [Month] while you decide. Just say the word.

08 Checking back in

Send when: a week has gone by since your last message.

Hi [Parent name], we still have a place in [Programme] for [Month] and wanted to check how your plans are shaping up.

If the timing has moved, tell us what suits and we will work around it.

And if you have settled on somewhere else, that is completely fine. Just let us know so we can offer the place on.

09 Welcome to the nursery

Send when: the place is confirmed.

Welcome to [Nursery name], [Parent name].

[Child name] starts on [Date] in the [Programme] room with [Teacher name].

Here is everything for the first week: what to bring, timings and who to ask. [Link]

We are on this number whenever you need us.

Keep every follow-up on record, not on one person's phone. Book a free session with an expert.

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Filling Your Calendar

SECTION 04 · Messages you start, sent to your whole list.
These three need to be submitted as approved templates first.

10 The open house

Send when: two weeks before an open day, to your full enquiry list.

Hi [Parent name], [Nursery name] is opening its doors on [Day], [Start time] to [End time].

Meet the teachers, see the classrooms and ask us anything about the [Month] intake.

Places are limited to [Number] families. Save yours here: [Link]

11 New term places are open

Send when: registration opens for a new term or batch.

Hi [Parent name], is your little one ready to blossom?

[Nursery name] is now accepting registrations for our [Year] batch starting in [Month].

Our nurturing curriculum focuses on communication and language, physical development, and personal, social and emotional development.

Book a visit and see whether we are the right fit for your child: [Link]

12 The summer camp

Send when: three to four weeks before a camp or holiday programme.

Hi [Parent name], this summer, beat the heat and join the fun at [Nursery name]'s [Number]-day summer camp.

From [Start date] to [End date], your child will cool off with water activities, explore their creativity with arts and crafts, and be whisked away on storytelling adventures.

Places are limited. Book yours before [Date]: [Link]

Send to your whole enquiry list in one go, and see who replied. Book a free session with an expert.

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Every enquiry is a parent deciding where their child will spend the next three years. Twelve messages will not make that decision for them. They will make sure no parent is left waiting.

From Enquiry to Enrolment: The WhatsApp Playbook for Nurseries

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