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Welcome to a better way to engage your customers.

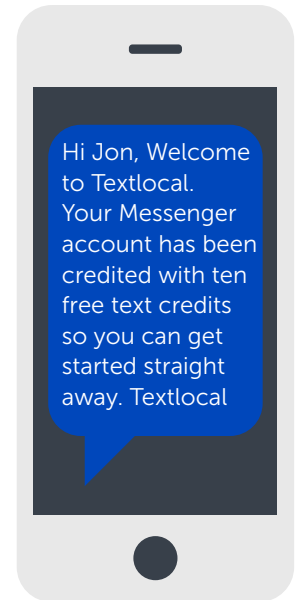
Your Messenger account has been credited with ten free text credits so you can get started straight away.

One standard text message can contain up to 160 characters. If you use more than 160 characters in your text, two or more text credits will be used, just like on your phone.

Before you send your messages, make sure you have enough text credits. If you need additional credits, these can be purchased online using a credit card, debit card or PayPal.

Looking for 1,000 credits or more? We can raise an invoice and payment can be made by bank transfer.

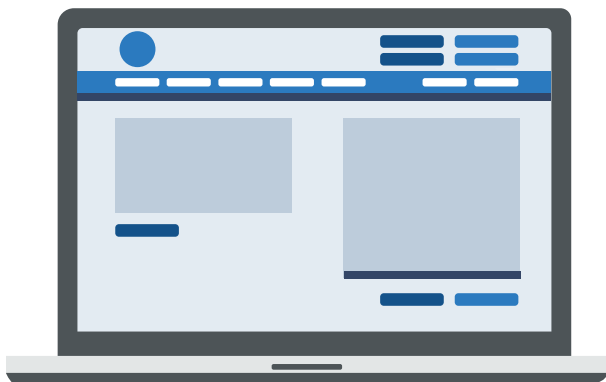
If you need more than 50,000 credits please contact us directly to discuss your campaign plans.



Price promise

Textlocal continually review the SMS prices on offer to customers, to make sure you benefit from a competitive rate. We only partner with the leading global networks to send texts to UK mobiles, unlike some providers that use cheaper foreign networks. This way, we can guarantee you the best levels of service.

If you find a more competitive quote on a like-for-like service, please call us on 01244 752299 and we promise to at least match it or in most cases beat it.



Ten free text credits to get you started

Are you compliant?

Your customers are important to you – and to us. However you choose to compile your contact lists, it's essential that you stay compliant with current recommendations. Here's a summary of the key facts.

Textlocal Tip
Make sure your mobile communications are compliant with best practices

The ICO (Information Commissioners Office) states that organisations may not send a text message if the recipient has not agreed to it (i.e. opted-in), unless the following apply:

- The sender has obtained your details through a sale or negotiations for a sale
- The messages are about similar products or services offered by the sender
- Your customers were given an opportunity to opt-in to receive text messages or a simple way to opt-out from all text messages.

For more information on staying compliant, to make the most of your text message communications, visit: www.ico.gov.uk

Messenger helps you stay compliant

Your customers are important to you – and to us. However you choose to compile your contact lists, it's essential that you stay compliant with current recommendations.

Opt-outs

We recommend you include an opt-out path on every message sent. This gives the recipient a chance to easily remove themselves from your database, and from any future messages.

Include opt-out message

Optout:

It's simple to manage opt-outs with Messenger

By ticking one box, Messenger will add an 'opt-out' path to every message free of charge, giving you peace of mind. This gives a simple way for the recipient to remove themselves from your database.

By texting your free opt-out keyword to the Short Code, e.g. 'text **KEYWORDSTOP** to **60777**', that particular mobile number is automatically removed from all of your contact groups and updated in your opt-out list. The number will stay on the opt-out list until the recipient chooses to opt back in.

Messenger will not send a text to any number on your opt-out list

When you add new contacts into your Messenger account, Messenger will automatically strip out any numbers which have previously opted-out of your messages. You can also manually opt-out mobile numbers – perfect if your customers contact you directly with an opt-out request.

Ready to get started?

You've opened your account, now you're ready to start building your contact lists.

Whether you are starting from scratch, or you already have your customers' mobile details, this guide covers everything you need to know about building your contact lists.

Creating your contact lists

The text messages you send are only as good as the contact details you hold, so it's vital that you only use good quality, opted-in numbers. This means that you are only contacting those people who have agreed it's OK for you to do so, making your text campaigns worthwhile and delivering the results your business needs.

If you don't have a contact list, go to page 13 to learn how Messenger can help you build and grow your opt-in list. If you already have a customer contact list and want help on how to import them into your Messenger account, go to page 14.

Build and grow your opt-in list

It's a well-known fact that a home-grown list always outperforms a bought in list. There are three ways to build a reliable, opted-in contact list using Messenger:

- [Collect contact numbers manually](#)
- [Collect contact numbers using text messages that include a Short Code and Keyword](#)
- [Buy data and import it](#)

Buying data

There are many reputable companies that buy and sell contact lists; typically publications, list brokers and data warehouses. When buying from a third-party, the contact information should be opted-in. Depending on the size of your business there's always a chance the contact won't have heard of your brand which means that your text message could be viewed as a 'cold contact' by the recipient. In such cases, it's important to always include an opt-out clause on your text message, so the recipient has the option to remove themselves from your list if they wish.

It's your decision as to how you manage this, however we encourage our customers to purchase contact data from a reliable company, as you could risk damaging your own company's reputation and brand. Done well, third-party data can turn consumers into buyers and buyers into loyal customers.

The pros and cons of third-party contact lists

Login to Messenger and click 'Send Text Message' at the top left of the main navigation bar. This brings up the screen where you can plan and create your messages.

Pros of third-party contact lists



Let's you build a list instantly



You can purchase additional information such as business size or sector, a person's role or function within a company, the full postal address and contract details like expiry or renewal dates.



You can send targeted, personalised text messages.

Cons of third-party contact lists



The recipient may never have heard of your company or brand, meaning your message could be seen as 'spam'.



Bought lists will always result in a higher number of opt-outs than a built list.



Depending on the accuracy and the recency of data collection, you may get very low delivery rates and even a high rate of invalid numbers – third-party lists have a tendency to expire at a rate of 25% a year (Royal Mail, 2016).



Buying data can be very costly.

Collecting numbers manually

Whatever your business, there's a chance you already hold a wealth of customer information including mobile numbers for existing and lapsed customers, so these are ideal for adding to a contact group in Messenger.

Actively build your contact lists as your business grows. Ask for a mobile phone number at point of booking, purchasing at the till or leave a card for people to fill out while dining or in store. Simply ask if they would like to be opted-in to your text mailing list, then upload them to Messenger. For instructions on how to do this, go to page X.

You should also create a contact group containing staff contact numbers, for future updates and emergencies. Read on to find out how to grow your contact list further.

“ Whatever your business, there's always an easy way to grow your contact lists ”

Collecting numbers with a Short Code and Keyword

A Short Code or short number is a five-digit phone number, significantly shorter than full mobile number, that can be used to capture information from your customers. Combining a Short Code and Keyword is a proven, effective way to generate an opted-in contact list.

Short Codes are often seen on posters, TV and radio ads, newspapers, vehicle signage, bus backs and many more places. It's much easier to remember a Short Code than a full mobile number or a web address. A Keyword can be anything you wish, as long as it's not being used by anyone else; make it unique to your business to generate maximum awareness and exposure.

“Text **GO** followed by your name to **62277** for a call back from one of our friendly Customer Services team”

Text
“**SCHOOL**”
to **60777** to
find out the
latest school
news and
information.



Education

Text
“**CHECK**”
to **60777** to
book your
free NHS
health check
today.



Medical

Text
“**RENT**”
to **60777**
for instant
property info,
photos and
more.



Estate Agents

Text
“**BANK**”
to **60777**
to arrange a
meeting with
your bank
manager.



Finance

Text
“**MENU**”
to **60777** and
we will send
you our latest
menu and
special offers.



Restaurants

Text
“**GAMBLE**”
to **60777**
for instant
football odds
and match
times.



Gambling

Text
“**OFFER**”
to **60777** and
we will send
you our latest
products and
special offers.



Retail

Text
“**HELP**”
to **60777** to
sign up to our
24 hour
car recovery
service.



Recovery

How to collect numbers with a Short Code

To get as many mobile numbers as possible, you need a valuable and rewarding reason for people to text in. Ask yourself what are they going to get out of it? Below are just a few examples of how to encourage people to text in to your Short Code.



Offers and promotions

Once people respond, they can be added to your contact list to receive on-going offers and promotions that generate repeat business.



Brochure requests

Encourage people to text their email address to receive your brochure directly to their inbox.



Confirmations and reminders

Send reminder messages prior to appointments and meetings, to reduce the number of missed appointments or late arrivals.



Alerts and information

Assure customers that they will never miss an important announcement or update, as these will be sent directly to their mobile in real-time



Discount codes

Everybody enjoys a discount, so what better reason for texting your Short Code than to receive special offers and promotions.



Text to vote

Run a quick voting system to gather information, polls and opinions.



Text to win competitions

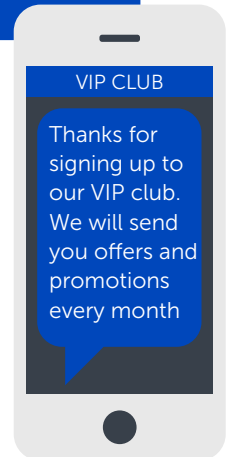
Ask people to text your Keyword followed by their answer for a chance to win a prize.



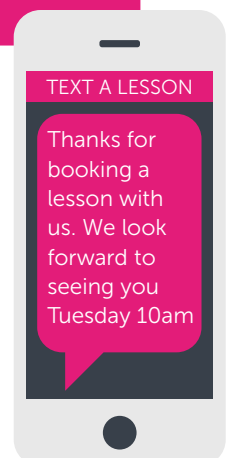
Information requests

By asking people to text into your Short Code even once, they can be added to your contact list to receive further communications, which they can opt-out of at any time.

TEXT OFFER TO
60777 TO GET
GREAT OFFERS
EVERY MONTH



TEXT LESSON
TO **60777** TO
BOOK YOUR
DRIVING LESSON

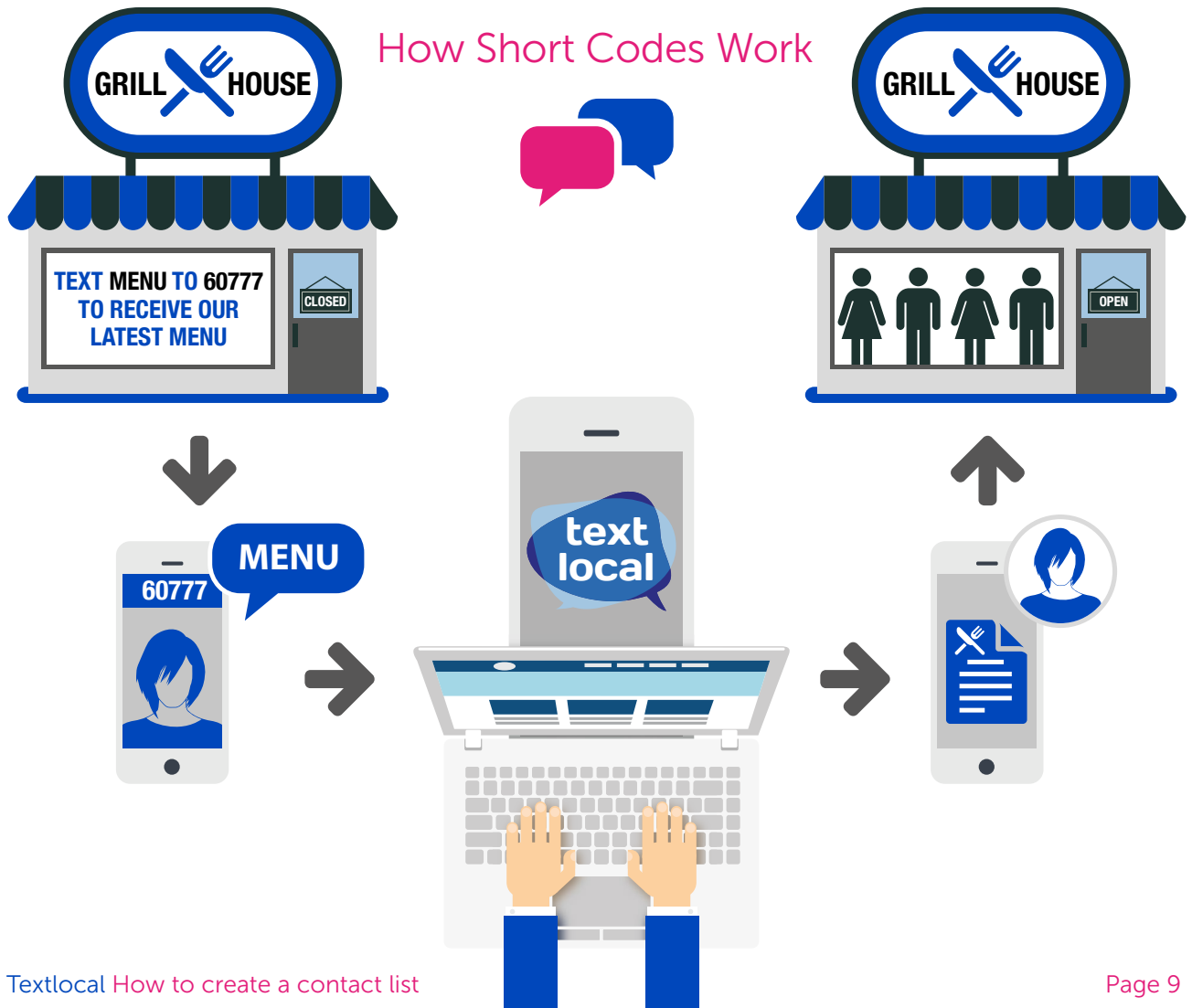


How does a Short Code work?

When using a Short Code, first think about what you want your respondents to receive when they show interest in your business. Sometimes a simple 'thank you' text may be enough however, Messenger can do so much more than this.

- Send bespoke, automatic text responses complete with a short link to your website, links to attachments such as brochures and menus and mobile surveys and discount cards. Responses can also be scheduled for an elapsed time.
- Forward responses to up to 20 email addresses, so you can keep on top of all inbound messages. You can also reply to the messages via this email address so each lead can be quickly followed up.
- Forward all inbound messages to your live website.
- Forward all inbound messages to a mobile phone.
- Send an automated email to any email address contained within the text message. This email could include an attachment such as your latest brochure.

The new contacts will be automatically added to your Messenger contact lists.



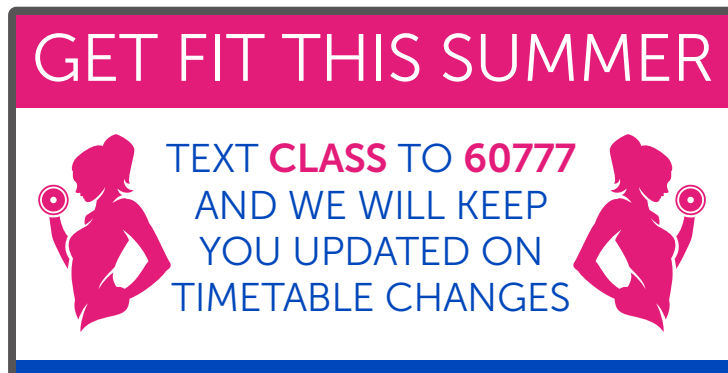
How our customers use Short Codes

'So simple, yet effective'

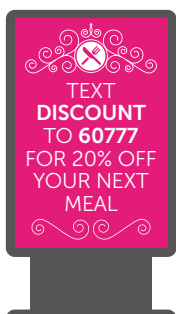
“ When I signed up, I got a free Keyword. I published this Keyword in my shop, and was able to build a list of 150 contacts. I sent a message to them, costing around £4, and generated £600 in revenue - so it's the best thing I have ever done. But it gets better! I built my own mobile landing page for free and included a link to it in the text message I sent, so I can send the pubs 'Specials Board' out each week to my customers. It's awesome. ”

'Just brilliant!'

“ I use Textlocal for a text voting service for 'Man of the Match' on behalf of a local ice hockey team. We built a mobile web app to interact with Textlocal's API. Spectators were able to text a keyword followed by their voting choices to the short code 60777. Textlocal's API then sends that message to a script on our server which extracts the data in the SMS and updates our database. The 'Man of the Match' co-ordinator can watch the vote unfold in real-time on their smartphone. ”



Short Code Examples



How to set up your Short Code

Step 1

Log into your Messenger account and click on the 'Receive' and 'Create Inbox' tab along the top navigation bar.

The screenshot shows the Textlocal Messenger 3.0 dashboard. At the top, there are buttons for '95 Text Credits Buy Support' and '1 MMS Credits Buy Logout'. The navigation bar includes 'Dashboard', 'Send', 'Receive', 'Contacts', 'Mobile Pages', 'Ticketing', 'Surveys', 'Reports', 'Settings', 'Help', and 'Wizard'. The 'Receive' menu is open, showing 'View Inboxes' and 'Create Inbox'. Below the navigation, there are promotional banners and a '30 day total stats' section. The stats section includes a table of metrics and a line graph.

30 day total stats	
Sent	6
Received	0
Page Hits	17
Link Hits	34
Last Login	

The line graph shows 'Sent' (yellow) and 'Received' (blue) messages over a 30-day period from 24 Jan to 23 Feb. The 'Sent' line shows several peaks, with the highest being around 20 on 23 Feb. The 'Received' line remains at 0 throughout the period.

Step 2

This brings up a menu showing the two different types of inbound number you can buy – SMS inbox or MMS inbox. Simply click on the type of inbound number you want.

The screenshot shows the Textlocal Messenger 3.0 dashboard with the 'Create a new Inbox' menu open. The menu has two options: 'SMS Inbox' and 'MMS Inbox'. Each option has a 'Text Message' or 'Multimedia Message' sub-option and a 'See SMS/MMS Inbox Options' button.

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Company Number: 05578161. VAT Number: GB 870 2738 79.
[W] - Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_3) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/51.0.2704.79 Safari/537.36 - enGB - 0.10

Step 3

Next, select the appropriate option for sending your message. Make your selection and click 'buy now'. Here you can select the country you want to operate in, and check the availability of the Keyword.

1 SMS Inbox **1 MMS Inbox**

Text Message [See SMS Inbox Options](#)

Multimedia Message [See MMS Inbox Options](#)

2 Choose your SMS inbox

Long Number Keyword [Buy](#)

Dedicated Number [Buy](#)

Short Code Keyword [Buy](#)

You get to choose your keyword on a 447XXX XXXXXX so people send their text to a normal looking text number. As such, if the sender has free text bundles then this text will be FREE for them. It is FREE for you to receive texts to your Messenger account.

With this option you own the Long Number, so you receive all texts sent to this number and no keyword is required. Within Messenger you can then set up as many Keywords as you like, all having a different usage so you can run multiple campaigns through one number.

With this option you can choose your very own keyword on 60777,66777. With a small text number this is a great choice for advertising and promotions.

Step 4

If the Keyword is available, you'll be taken to the payment screen to secure the service for the length of time you require. Follow the payment instructions on screen, using a credit/debit card or PayPal. You will receive confirmation of the payment and a receipt will be sent to you. Your inbox will be available on receipt of payment.

3 Add New Keyword on a Short Code

A Short Code keyword is a memorable word that you can pick on our special five-digit number. This is perfect for advertising campaigns, since it is easy for potential customers to remember, and doesn't take too much space on your literature.

Warning: Short Codes only work in the country they are bought for. You cannot receive Short Code messages from mobiles outside of that country's mobile networks. If you want to receive international messages, please [order a dedicated inbound number](#).

Enter the keyword you'd like below, and we will check its availability on our Short Codes.

Keyword:

[Back to Inboxes](#) [Check Availability](#)

The keyword you selected is available to order now in the following countries:

Country	Short Code	Keyword	Availability
Spain	215566	FITNESS	<input type="radio"/> Available
United Kingdom	60777	FITNESS	Contact Us
United Kingdom	66777	FITNESS	<input type="radio"/> Available
Ireland	51777	FITNESS	<input type="radio"/> Available

[Back to Inboxes](#) [Order Inboxes](#)

We have keywords available on short codes in the following additional countries, but we ask that you [contact us](#) for more information on these.

- Austria Australia Belgium
- Switzerland Czech Republic Germany
- Denmark Finland Greece

You can have an unlimited number of Keywords running on your Messenger account at any time.

Making your Short Code do what you need it to

Once you've purchased your Short Code and Keyword, it will appear as a new inbox under the 'Receive' tab. To set-up the details for your Keyword, click 'Settings'. Here you can set-up:

- Auto responses (with scheduling option)
- Email addresses to forward inbound messages
- Email responses with attachments
- The sender mobile number to a group
- The forward messages to a URL
- The forward messages to a mobile phone
- The forward to a group function.

The screenshot shows the 'Inbox Settings' and 'Forwarding Functions' configuration page in the Textlocal Messenger 3.0 interface. The top navigation bar includes 'Dashboard', 'Send', 'Receive', 'Contacts', 'Mobile Pages', 'Ticketing', 'Surveys', 'Reports', 'Settings', 'Help', and 'Wizard'. The 'Settings' tab is active, showing 'Inboxes ~ Inbox settings'.

Inbox Settings

- Inbox Name:** A text input field.
- Response Functions:**
 - Send an autoreponse to each incoming message**
 - Sender Name:** A dropdown menu with 'Simple Reply Service' selected.
 - Message:** A rich text editor with a character count: 'You have used 0 characters.' and a checkbox for 'Don't send autoreponse repeatedly?'.
 - Send scheduled auto-responses**
 - Send email to email address contained within message**
 - From name:** A text input field.
 - From address:** A text input field.
 - Subject:** A text input field.
 - Message:** A text input field.

Forwarding Functions

- Add sender to a group list**
 - Group:** A dropdown menu with '-- Add Group --' selected.
 - Add message to a custom field?:** A dropdown menu with 'N/A' selected.
 - Add email address to a custom field?:** A dropdown menu with 'N/A' selected.
- Forward incoming messages to an email address**
 - Email addresses:** A text area with a character count: 'We only allow up to 20 email addresses.'
 - Include previous conversations in email**
 - Disable forwarding message to email sender**
 - Advanced Email Template** (button)
- Forward incoming messages to a URL**
- Forward incoming messages to a mobile phone**
- Forward a text message from a number to a group**

At the bottom, there are buttons for 'Back to Inbox' and 'Save Settings'.

When using 'Add sender to group,' Messenger will check for any duplicate numbers in that group. Now all you have to do is advertise your Short Code and Keyword, and watch your contact list grow.

Textlocal Tip
Once you've adjusted all your settings, always send a test message to see what your customers will experience, and to ensure everything is working correctly.

If you already have mobile numbers...

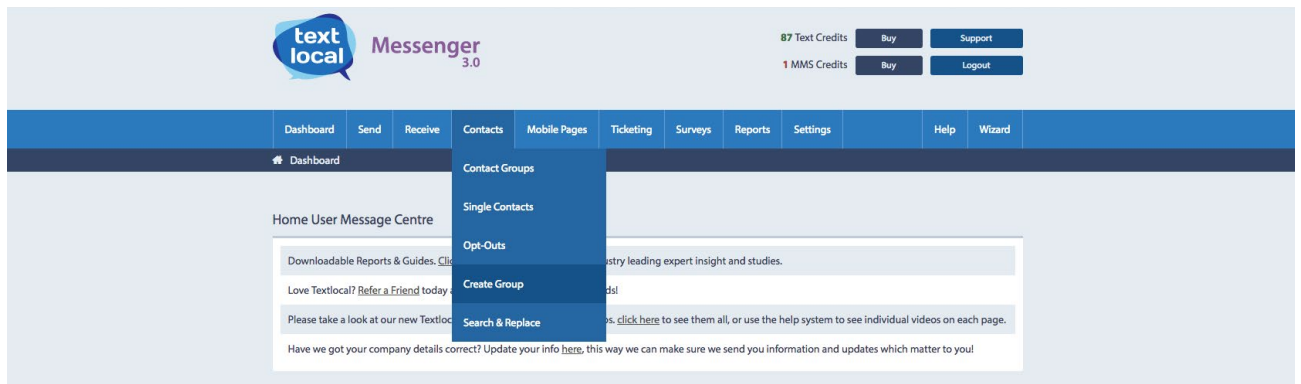
The mobile numbers you already hold for your customers and contacts will get your text messaging campaigns off to a flying start. It's simply a case of making these numbers available in Messenger.

How to transfer your contact numbers to Messenger

There are a number of different ways to transfer your contact numbers to the contact manager in your Messenger account; depending on how many numbers you have.

Step 1

Start by creating your group. Select 'Contacts' from the navigation bar and click 'create group.'



Step 2

Give your group a name (this can be changed at any time).

Step 3

You will see confirmation of your new group and will need to select the method you want to use to input your contacts. Click the 'add/paste/upload' button then follow the steps on screen. Messenger will confirm when the upload has been completed.

You can also include customised information when uploading your data. These allow you to send more targeted messages. Examples of custom fields might be; first name, address, reference number or location. Include this information in the Microsoft Excel file you upload, setting up headers to reflect the information held. This means that when you are creating your text message, you can easily drop these custom fields into the message to create a more personalised communication.

Segmentation

Depending on the additional information you hold for your contacts, you can create contact groups to send targeted messages. Think about what you know about your contacts and what is likely to motivate them to respond – their location, gender, age or previous purchase history are a good starting point.

Data cleansing

Messenger has several inbuilt tools to help you cleanse data quickly and accurately.

- Messenger will automatically remove duplicate numbers in a group, so you don't send the same message twice. This also saves your text credits
- You don't need to worry about the format of the number as it appears in Excel. Messenger will automatically add the country code (UK is +44). If some of your numbers already have the country code included, Messenger will not add this a second time
- If there's a space between the first four digits and the rest of the number, Messenger will upload the number in the correct format
- Messenger will remove any speech marks that may be included with the phone numbers

Data cleansing continues after the send, and messages are flagged with one of the following status:

Delivered

Your message has been successfully delivered to the recipients mobile.

Undelivered

On this occasion, your message hasn't been received. There are a number of reasons why this could happen:

- The handset has been without signal for 48 hours
- The handset is outside of the UK and not using roaming data or isn't switched on
- The recipient's message inbox is full and unable to receive any more messages until some are deleted

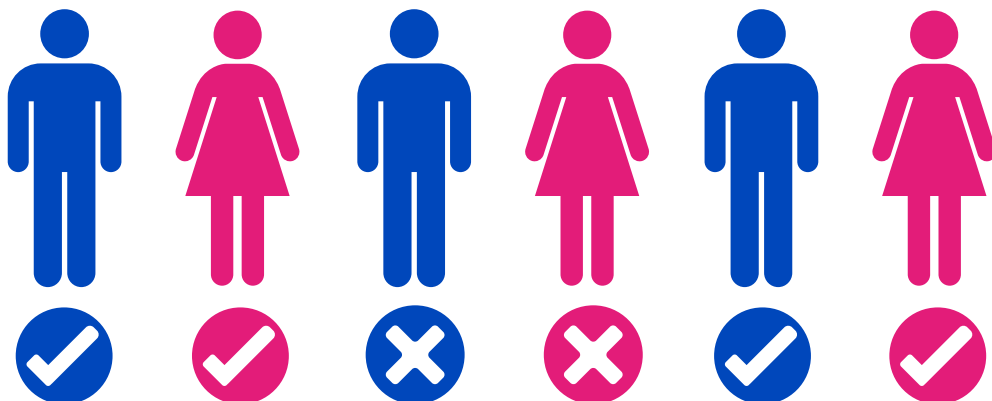
We recommend you attempt to send an undelivered message up to three times. If after the third attempt you still haven't been able to deliver the message, remove them from your contact list.

Invalid

The number is no longer in use. We strongly recommend you remove these from your contact list straight away. Invalid numbers are stored in your 'advanced reports' section where you can easily delete them from your contacts.

Unknown

The network provider hasn't notified us whether the message has been delivered or not.



Managing your opt-out's

We strongly advise including an opt-out message on all outbound texts, e.g. 'text TLSTOP to 60777'. Messenger has inbuilt functionality which automatically removes any mobile numbers which have opted-out from your contact list, so you don't have to do anything. This gives peace of mind, knowing that you can't send a message to someone who has opted-out.

By ticking one box, Messenger will add an 'opt-out' path to your messages. This gives a simple instruction to the recipient on what to do if they would like to remove themselves from your contact list, so they no longer receive any messages from you. The number will stay on the opt-out list until the owner chooses to opt back in.

Include opt-out message

Optout: ▼

Messenger will cleanse the contacts you upload, stripping out any numbers which have previously opted-out of your messages. You can also manually add opt-out contact numbers to the list – perfect if a customer contacts you directly with an opt-out request.

Your data is safe with Textlocal

We understand how important your contact data is to you and to your business. At Textlocal, we comply in the way we handle all consumer data. We will not pass on any of your data to any third parties, keeping it confidentially, secure and in compliance with the Data Protection Act 1998.

For further information, please view our [SLA](#) and [Privacy Policy](#)



Need more help?

If you need any further help or guidance using Messenger please call our dedicated support team on **01244 752299** or visit our website www.textlocal.com for more help and support.



TEXT US
Text **GO** to **62277**



CALL US
01244 752299



EMAIL US
sales@textlocal.com



VISIT US
www.textlocal.com

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