04 How to Guide
How to use Short Links and Attachments in SMS

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# Welcome to a better way to engage your customers.

Your Messenger account has been credited with ten free text messages 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.

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 will 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.
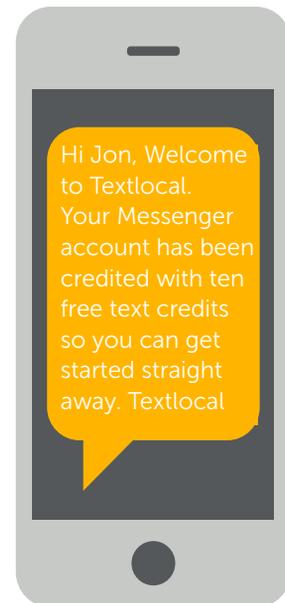
Price promise

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, please call us on 01244 752299 and we promise to at least match it or in most cases beat it.
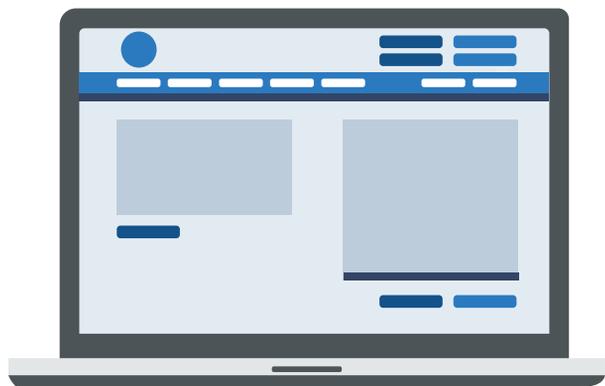
Ten free text credits to get you started

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.

The ICO (Information Commissioners Office) states that organisations may not send a text message to a customer if they have not agreed to it, 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.

It's simple to manage opt-outs with Messenger

By ticking one box, Messenger will add an 'opt-out' path to every message, giving you peace of mind. This gives a simple instruction to 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 Messenger account, now you're ready to start sending your campaigns including links and file attachments.

Text messaging has made its mark in business communications for being cost effective, direct and concise. But what happens when you need to say a little more than 160 characters? This guide covers everything you need to know about using short links and attachments, to make your communications much more effective.

Introducing links in SMS

Including a URL in your text message allows the recipient to click through to extra content directly from their mobile. This could be a dedicated web page, PDF brochure, Microsoft Word document, mobile survey and much more, at no additional cost.

What's more, Messenger will report on whether short links are opened, including who opened it, when and what type of handset was used. This is a great way to create warm leads from your text message sends.

What's the difference?

Short links

Our short link creator lets you enter any website URL and transforms it into a shorter version that can be used in message sends – and only takes up a few characters.

> **Textlocal Tip**
> There's no additional cost to include a link or attachment using Messenger! You simply pay for the text credits you use.

Page link

This link opens a mobile web page that's been created and saved in Messenger. This will also be a short URL, reducing the number of characters used. For more information on creating mobile web pages, read our guide 'How to create mobile web pages'.

Attachments

This tool lets you create a link to a document up to 10MB that isn't available on your website or via the Internet. Textlocal will store this file for you online, enabling you to send a link as a URL.

Survey link

Include a link to a mobile survey or data capture form that's been created and saved in Messenger. For more information on surveys and forms, read our guide 'How to create mobile surveys and forms'.

Ticket link

Include a link to a mobile ticket, voucher or loyalty card you have created in Messenger. For more information, read our guide 'How to create Mobile Tickets, Vouchers and Loyalty cards'.

Example uses

Adding a link to your text messages is proven to enhance the customer experience. Here are a few examples used by many Textlocal customers:

Attachments

An attachment can be any file such as a Microsoft Word or Excel file, PDF, image or PowerPoint presentation. Think about what you typically send as an email attachment that may get deleted because it takes up too much space in an Inbox, gets sent to a spam folder or just never gets opened. Attach it to a text message at no extra cost and measure the difference in open rates and response. Examples include:

• Your latest product brochures or catalogue

• Flyers including short-term offers

• Customer newsletters

• Photographs or images of your services

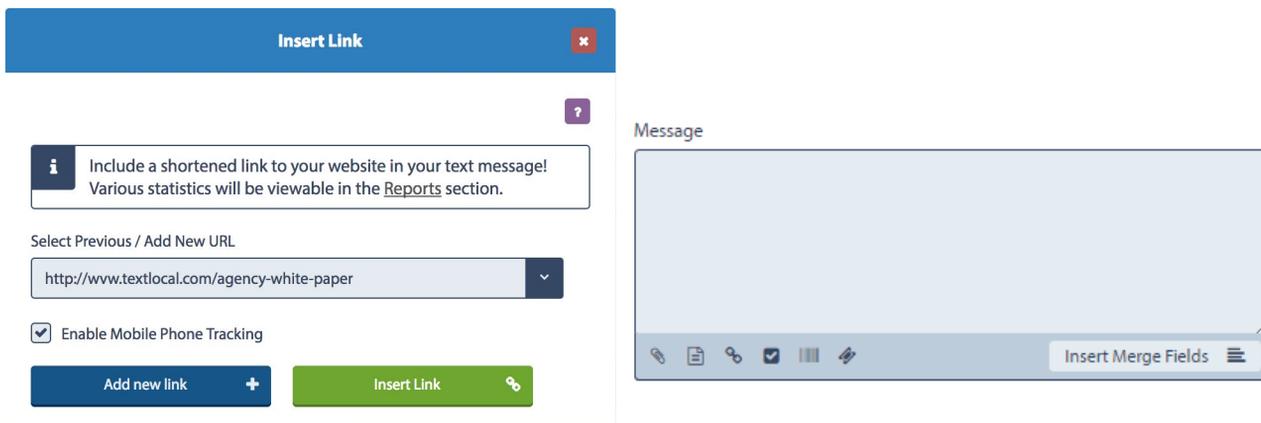• New menus or your 'specials board'.

Short links

A standard short link can link to any web page. Textlocal recommends using mobile optimised pages to give the recipient a better experience. Examples include:

• A link to your own website to give instant access to further information or offers

• Send recipients directly to a certain page on your website such as your terms and conditions

For more example on using mobile surveys and tickets, please read the specific guides.
How to insert short links into your message
Create your text message as normal, and click the 'short link' icon below the text box. Here you can add the URL you want to include in your message.

Insert an attachment

Upload a file (up to 10MB) from your PC or local drive by clicking the 'attachment' icon underneath the text box. Once you've stored your file, it's available to be used again and again, and there's no limit on the number of files you can upload and keep in your Messenger account.
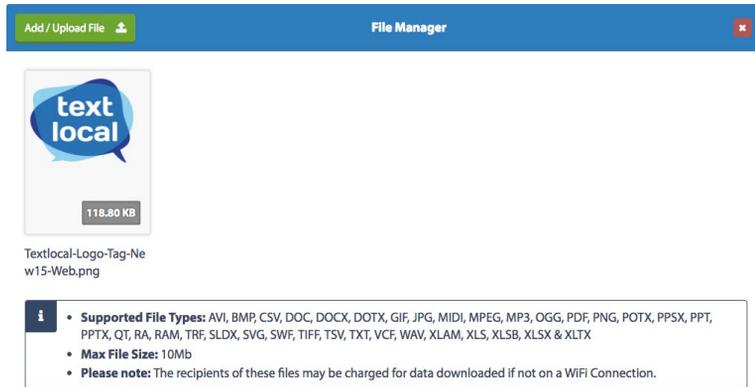
Insert a page link

Select the 'page link' icon which is underneath the text box. Here you can select which of your existing mobile pages you would like to include in your text message.
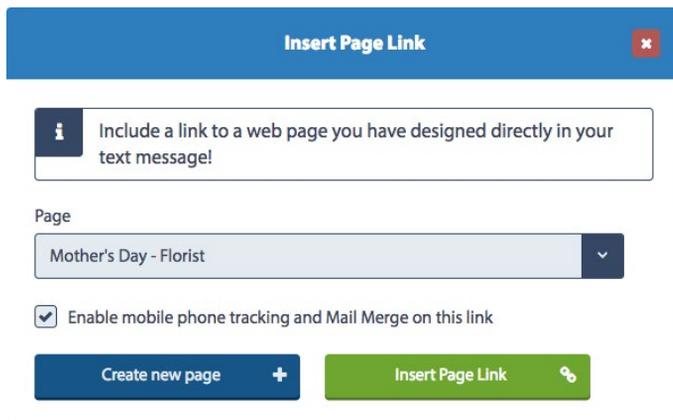
Insert a survey link

Select the 'survey' icon to choose which of your pre-built surveys you would like to include.


Link tracking and reporting

For each type of link, you'll be prompted to include tracking – so you can report on the number of clicks made on a link. This means you'll be able to see exactly who has opened the link, when they opened it and what handset it was opened on.

Selecting to add tracking to your message converts your URL to something like this: http://tx.vc/r/1Zh/#LinkTrack#. This level of tracking gives text messaging a huge advantage over other forms of communication.

The results are available immediately in the reports section of Messenger, and any responses create a warm lead opportunity that you or your sales people can follow up; to understanding the recipients level of interest in your offer or information.

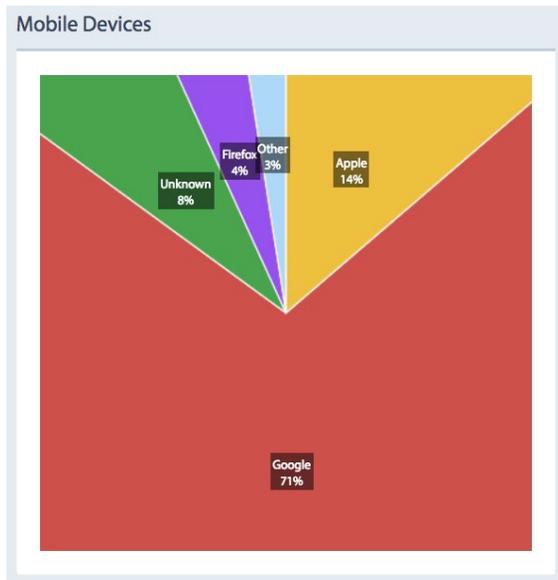Your short link report will include the following:

Analysis of how many people opened your link and when they opened it.
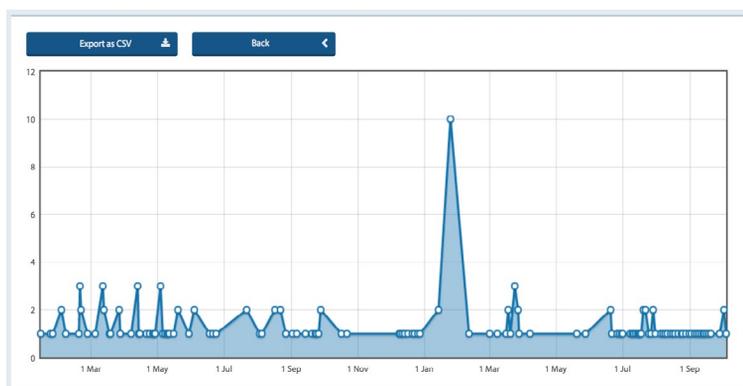
Information about the screen resolution that the link was viewed on.
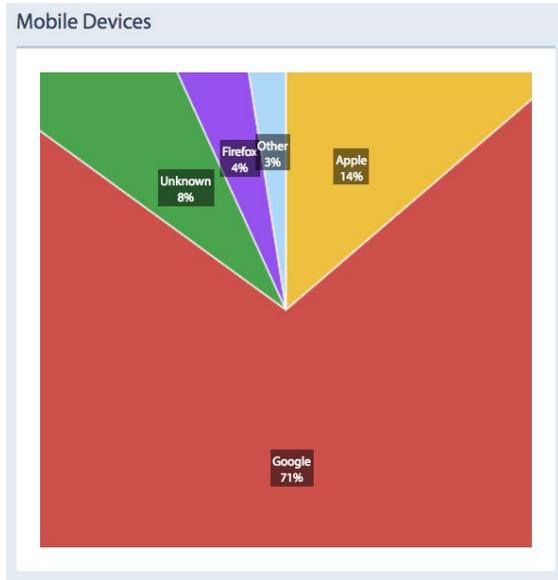
Which handsets the recipients used to read/open the link.

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 local

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

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VISIT US
www.textlocal.com

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TL-16-V1