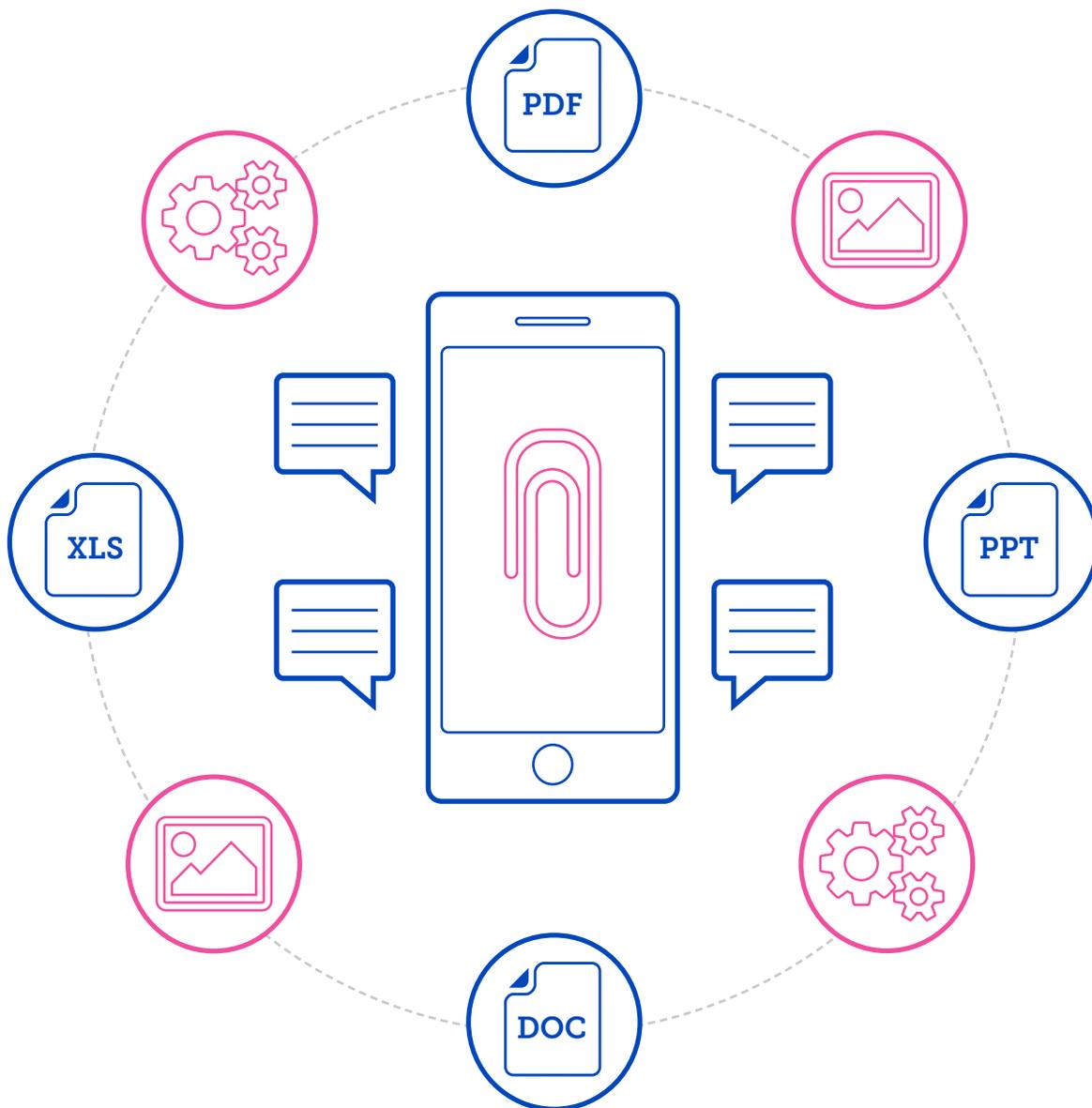


05

How to Guide

How to Send and Receive MMS

(Multi-Media Messaging Service)



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Welcome to a better way to engage your customers.

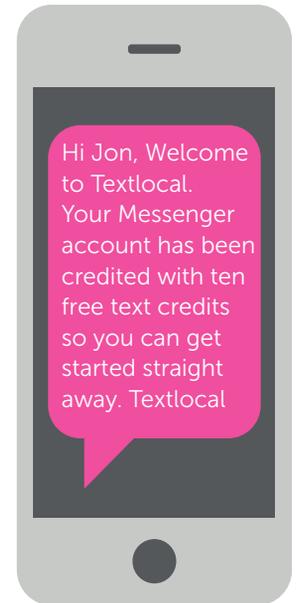
Your Messenger account has been credited with two free MMS credits so you can get started straight away.

MMS messages can be a maximum of 300KB.

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.



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 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.

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, 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 numbers, 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 send and receive MMS (multi-media messaging service).

MMS is a popular way to share images, audio and video content easily and quickly. The majority of phones can send and receive these types of messages – the recipient doesn't need a smartphone. MMS are free for the recipient to receive.

This guide covers everything you need to know about sending MMS, to improve the overall engagement and response to your messaging campaigns.

An introduction to MMS

Sending MMS from Messenger works in the same way as sending text messages; only you purchase MMS credits instead of SMS credits. One credit is worth one MMS message with a limit of 300KB. You will have received two free MMS credits when you opened your Messenger account. Additional credits can be purchased online.

You can receive MMS (images, audio and video content) as an email attachment, directly onto your Messenger Inbox. In order to receive MMS in this way, you will need an MMS enabled Inbox. Every MMS sent can also contain a text message.

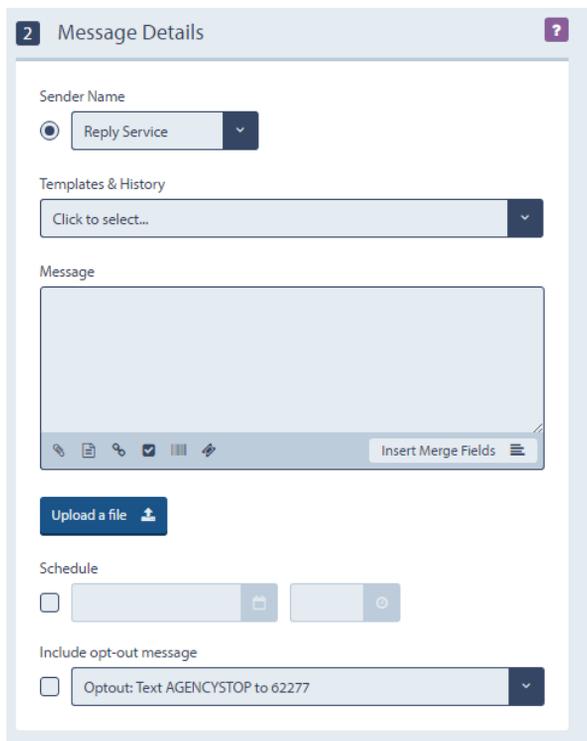
How to send MMS

Sending MMS involves the same simple process as sending a text message. Consider the following:

- Who you're sending your MMS to?
- What you want to say in the message?
- How you plan to encourage the recipient to take action?

Step 1

Click on 'Send Picture Message' on the main navigation bar in Messenger. This opens a screen that has a similar look to the 'send SMS message' screen.



The screenshot shows the 'Message Details' interface. At the top, there is a header with a tab indicator '2' and a question mark icon. Below the header, the 'Sender Name' section features a radio button and a dropdown menu currently set to 'Reply Service'. The 'Templates & History' section has a dropdown menu with the text 'Click to select...'. The 'Message' section contains a large text input area with a toolbar at the bottom of the input area including icons for attachments, emojis, and a button labeled 'Insert Merge Fields'. Below the message input is an 'Upload a file' button with an upload icon. The 'Schedule' section includes a checkbox and two buttons: a calendar icon and a clock icon. The 'Include opt-out message' section has a checkbox and a dropdown menu showing 'Optout: Text AGENCYSTOP to 62277'.

Step 2

Select who you want to send your message to. This can be an individual or an existing group. If you haven't uploaded your contact lists, see our guide 'How to create and grow your contact lists' for advice and instructions on how to do this.

We always recommend including some text with your picture message to explain what the picture, video or audio file is about. The text message will be included in the cost of the MMS credit.

Step 3

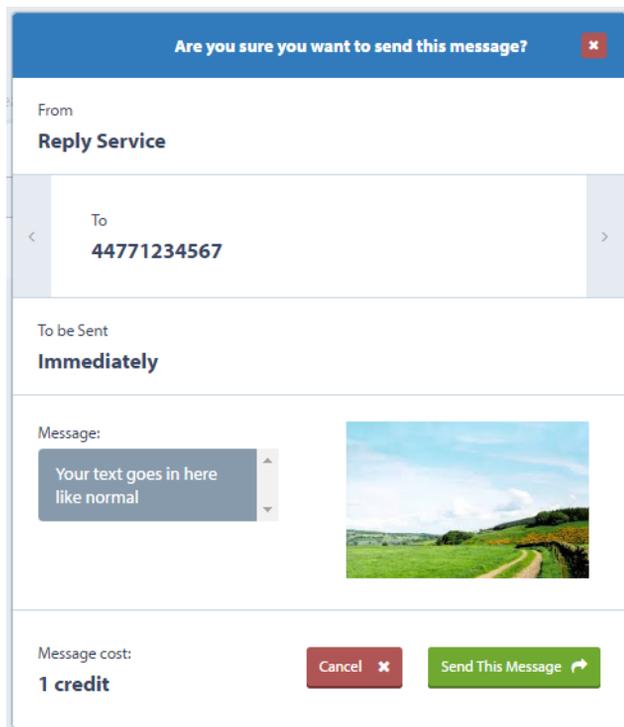
If you have uploaded any additional information about your contacts, you can include this in your message to add personalisation and increase interest in response. This is optional.

Step 4

Upload the content. This must be saved on your desktop or tablet so that it can be inserted into the message. Remember – the size of the file is limited to 300KB. If your image exceeds this limit, Messenger will not upload it.

Step 5

Finally, click 'Send Message.' A preview screen will display your message as one final confirmation before it's sent.



The screenshot shows a confirmation dialog box with a blue header that reads "Are you sure you want to send this message?". Below the header, the "From" field is labeled "Reply Service". The "To" field contains the phone number "44771234567". Under "To be Sent", it says "Immediately". The "Message:" section features a text input field with the placeholder "Your text goes in here like normal" and a preview image of a landscape with a dirt road and green hills. At the bottom, the "Message cost:" is "1 credit". There are two buttons: a red "Cancel" button and a green "Send This Message" button.

When sending MMS, you need to consider...

Sender name

Unlike sending a text message, your sender name will default to Textlocal's MMS shared short numbers – there is no option to specify a sender name. The sender name will always appear as 88600.

Include an opt-out path

We strongly recommend always including an opt-out on all messages. This gives the recipients the chance to easily remove themselves from your contact list and any future messages. Once you have created your message and inserted the content, tick the box to choose an opt-out option from the drop-down list.

If a recipient requests to be opted-out from future communications, they will automatically be removed from your contact list and added to your opt-out list. This can be found in the reports section of your Messenger account. You won't be able to send an MMS or text message to this contact again.

Textlocal Tip

MMS can only be sent to a UK mobile. Messenger will remove any non-UK numbers before the message is sent, so you don't need to worry about paying for wasted messages.

Scheduling messages

With any marketing activity, it's important to consider when your customers and contacts are going to be most responsive. For example, there's little point sending a message for 'buy one get one free on pizzas' at 9pm when people are likely to have eaten. This is where scheduling comes in.

If you don't want your MMS to go immediately, tick the 'Schedule' box instead of 'Send'. You will be given you the option to select the time and date you want to your message to be sent, up to 12-months in advance. You can view and amend all scheduled messages in the reports section up until the time they are sent.

The screenshot displays the MMS scheduling interface with the following elements:

- Sender Name:** A dropdown menu with 'Reply Service' selected.
- Templates & History:** A dropdown menu with 'Click to select...' as the placeholder.
- Message:** A large text area containing the placeholder text 'Your text goes in here like normal'. Below the text area is a toolbar with icons for link, image, video, audio, and text, along with an 'Insert Merge Fields' button.
- Upload a file:** A blue button with an upload icon.
- Schedule:** A section with a checked checkbox, a date field set to '5 July 2017', a time field set to '15:18', and a location field set to '(Europe/London)'. Each field has a corresponding icon (calendar for date, clock for time, and globe for location).
- Include opt-out message:** A section with an unchecked checkbox and a dropdown menu showing 'Optout: Text B4LCESTOP to 60777'.
- Success message:** A green-bordered box at the bottom with a checkmark icon and the text 'File uploaded successfully'.

What does it cost to send MMS?

Like text credits, you can buy these in the bundles displayed below. MMS credits never expire, so you can take advantage of the large bundles.

MMS credits bundle	Per Bundle	Per Credit
25 Credits	£8.50	34p
50 Credits	£17.00	34p
100 Credits	£34.00	34p
500 Credits	£170.00	34p
1,000 Credits	£340.00	34p
5,000 Credits	£1,700.00	34p

Receiving MMS

There are various types of numbers and keywords which you can rent from Textlocal, that will deliver incoming MMS directly to your Messenger account and designated email address(es). We offer four types of MMS enabled inbound numbers. All MMS are free for the recipient to receive.

Keyword on a long number

Your customers, staff or group members send their MMS to a long number and start their message with your chosen keyword.

Long numbers and keywords can be purchased in Messenger and will be added to your account immediately.

Dedicated Inbound Number

Your customers, staff or group members send their MMS to your dedicated number. They don't need to include a keyword which makes it slightly easier.

To set-up a Dedicated Inbound Number, call us on 01244 752299 0845 009 3180 . This service can take upto two weeks to be Live.

Keyword on shared short numbers

Your customers, staff or group members send their MMS to a short numbers and start their message with your chosen keyword. Using a more memorable short numbers is an ideal way to improve response.

Dedicated short numbers

Receive all MMS sent to a dedicated short numbers, regardless of what the first word of the text message is. You can still set-up as many keywords as you like for each campaign you're running.

To set-up a short numbers, call us on 01244 752299. This service can take upto two weeks to be Live.

Textlocal Tip

The sender will always be charged their standard network rate for sending an MMS to any of Textlocal's dedicated long numbers. It may be free if they have MMS as part of their bundle.

Keyword on long number

Contract	MMS & SMS
Set-up fee	FREE
3 Months	£17.00
100 Credits	£34.00
500 Credits	£170.00



Keyword on a short number

Contract	MMS & SMS
Set-up fee	£50
Pay Monthly	£100
6 Months - 10% discount	£540
12 Months - 20% discount	£960



Keyword on dedicated long numbers

Contract	MMS & SMS
Set-up fee	£75
Pay Monthly	£125
6 Months - 20% discount	£600
12 Months - 40% discount	£900



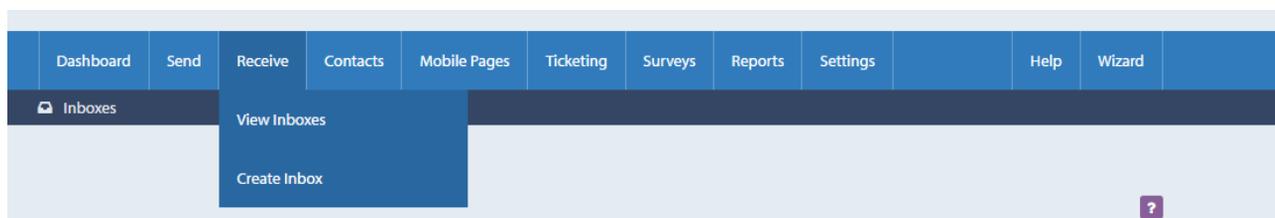
How to order an inbound MMS number

Step 1

Log into your Messenger account and click 'Receive' along the top navigation.

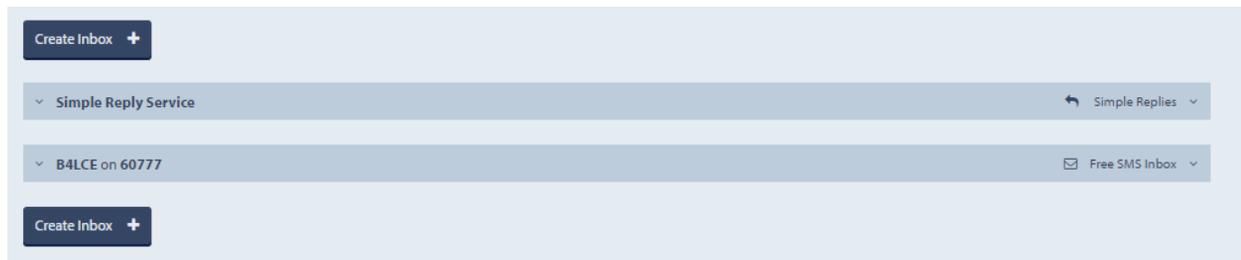
Textlocal Tip

Inbound MMS is a great way to receive accurate, informative and visual information from your contacts in seconds.



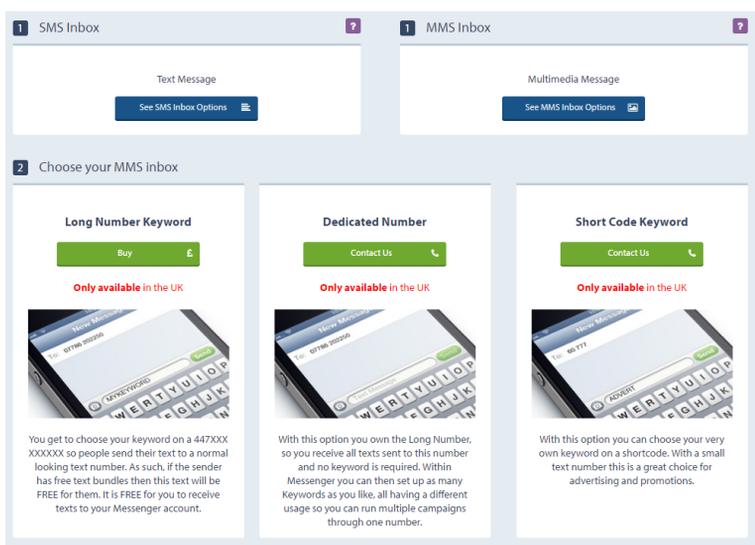
Step 2

This will bring up a list of any existing inboxes, plus any default ones you have. Click on 'Create a new Inbox'.



Step 3

Click on MMS Inbox. This shows a brief description of each type of inbound MMS number available.



Step 4

Select the type of dedicated long numbers you want to purchase. Click 'Buy Now'.

A keyword on a shared long MMS number can be set-up online, and you will be prompted to select your keyword. For any other inbound MMS numbers, instructions will be provided on how to place an order with us.

Step 5

Follow the payment instruction, using a credit/debit card or PayPal. You will receive confirmation of this payment straight away and your Inbox will be Live immediately.

Once you have purchased your new inbound MMS number, it will appear as a new Inbox under the 'Receive' tab in your Messenger account.

Additional set-up of your inbound MMS number

Once your inbound MMS number is live, you can add more information. Click 'Settings' and the screen below will appear where you can:

- Set-up SMS auto responses (with a scheduling option)
- Set email addresses to forward inbound messages to
- Set email responses with attachments
- Forward messages to URL
- Forward messages to a mobile phone
- Forward to a group.

The screenshot shows the 'Inbox Settings' and 'Forwarding Functions' configuration page. The 'Inbox Settings' section includes an 'Inbox Name' field. The 'Response Functions' section has a checked option for 'Send an autoreponse to each incoming message', with a 'Sender Name' dropdown set to 'Simple Reply Service' and a 'Message' text area. Below this are checkboxes for 'Don't send autoreponse repeatedly?', 'Send scheduled auto-responses', and 'Send email to email address contained within message'. The 'Forwarding Functions' section has a checked option for 'Forward incoming messages to an email address', with an 'Email addresses' text area and a note: 'We only allow up to 20 email addresses.' Other options include 'Include previous conversations in email', 'Disable forwarding message to email sender', 'Advanced Email Template', 'Forward incoming messages to a URL', 'Forward incoming messages to a mobile phone', and 'Forward a text message from a number to a group'. At the bottom are 'Back to inbox' and 'Save Settings' buttons.

Textlocal Tip
Build an online gallery of inbound MMS quickly.

Reporting on your sent MMS

Messenger provides a full range of reports for singular and group MMS. Here you can view the MMS messages sent by date range and check delivery receipts for each

Date	To	Message	Media
2016-09-10 - 2016-10-10			Go
2016-10-10 15:08	447793712756	This is an MMS message	
2016-10-10 15:07	447793712756	This is an MMS message	

(2 items)

[Back to Reports](#)

What your reporting means

Messenger provides a full range of reports for singular and group MMS. Here you can view the MMS messages sent by date range and check delivery receipts for each

Delivered: your message has been successfully delivered to the recipient's phone.

Undelivered: on this occasion, your message has not been delivered. This could be because the handset has been without signal for 48 hours, is outside of the UK and not using roaming data or isn't switched on. It could also be that the recipient's message Inbox is full and so unable to receive further until some are deleted. We advise a 'three strikes and you're out' rule for undelivered messages. If you haven't been able to get the message through by the third attempt, the contact should be removed from your list.

Invalid: the mobile number is no longer in use. We strongly recommend you remove these from your contact list.

Unknown: the networks haven't notified us whether the message has been delivered or not.

MMS in action



TicketSource is a free online ticketing and box office management system. Since its launch in February 2004, the service has been used by over 12,000 event organisers and venues of all shapes and sizes throughout the UK. In 2014, the service was made available to the USA and the Eurozone. TicketSource has been using Textlocal's SMS API to deliver mobile tickets to customers since 2009. It's currently introducing MMS mobile tickets complete with a scannable barcode using Textlocal's MMS API solution. Service reliability is a key factor and during their time with Textlocal, the level of service has been rated as 'exemplary' by TicketSource.

"The API was easy to incorporate into the TicketSource website, with lots of helpful examples available for a variety of programming languages. On the few occasions where we have required technical support from the Textlocal team, they have been responsive and knowledgeable."



CardOneBanking is an independent, FCA authorised company that has been providing current accounts and payment services since 2007. They provide current accounts for personal and small businesses customers. "We've used Textlocal for a number of years and have always found the service to be first class. The delivery is virtually instant and there is never any downtime. Our customers find the SMS facility extremely useful as they can bank with us 24/7 without the hassle of making a phone call or logging onto the website. It gives them fast and accurate account information. We also use the inbound MMS service to allow customers to send us photo ID. It's so much easier for them than scanning documents or finding a fax machine; and the quality is so much better. We set everything up using the control panel which is really simple to use. Overall, I have been extremely impressed with the product and service and would not hesitate to recommend them to anyone who needs an SMS provider."

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](tel:01244752299) or visit our website www.textlocal.com for more help and support.



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



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01244 752299



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