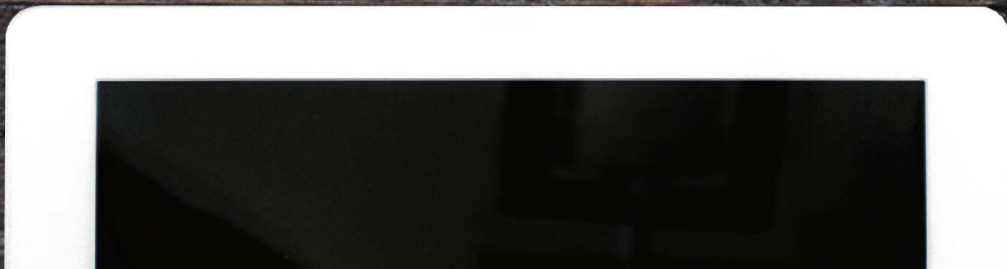


SMS 101:

An Introductory Guide

smsglobal[®]
It's a mobile world.



Welcome

So you've decided to explore the exciting world of mobile messaging. We're excited to have you on board!

In recent years the business community has started to take stock of the true power of mobile communication.

But how many firms are actually getting it right? As with all business revolutions, perfection takes time to master.

Enter the oldest, and still most reliable form of mobile communication, the humble SMS. Unconstrained by data bandwidth, device and even geography, it has earned its place at the top of the mobile stack with unsurpassed open and engagement rates.

According to Cisco, in 2015 there was more than

4.8 billion

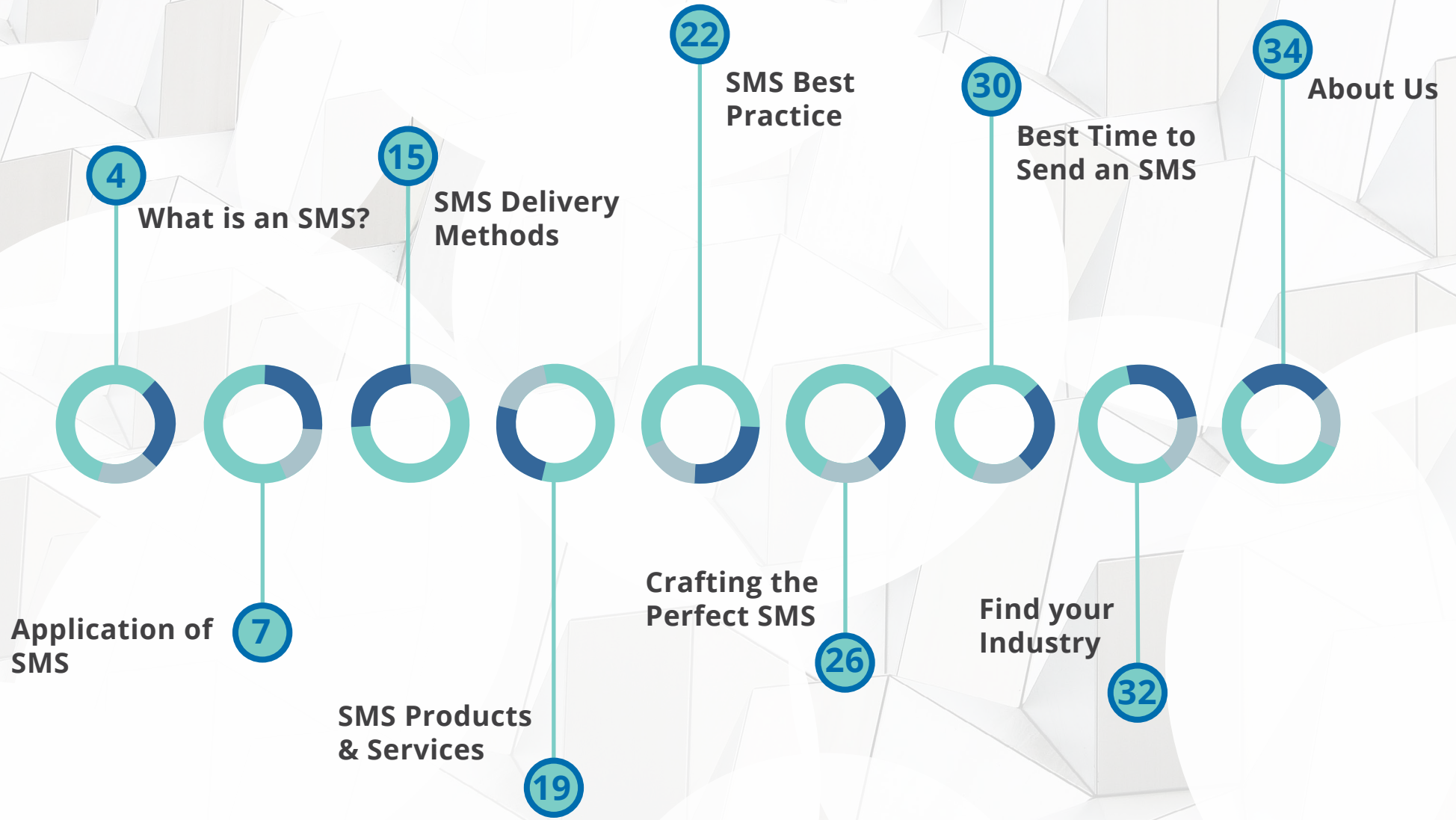
global mobile users. By 2020 that number is expected to exceed 5.5 billion.

These users will connect through any one of the

11.6 billion

mobile-connected devices. That's approximately roughly 1.5 per capita. Staggering isn't it?

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What is an SMS?

The Basics

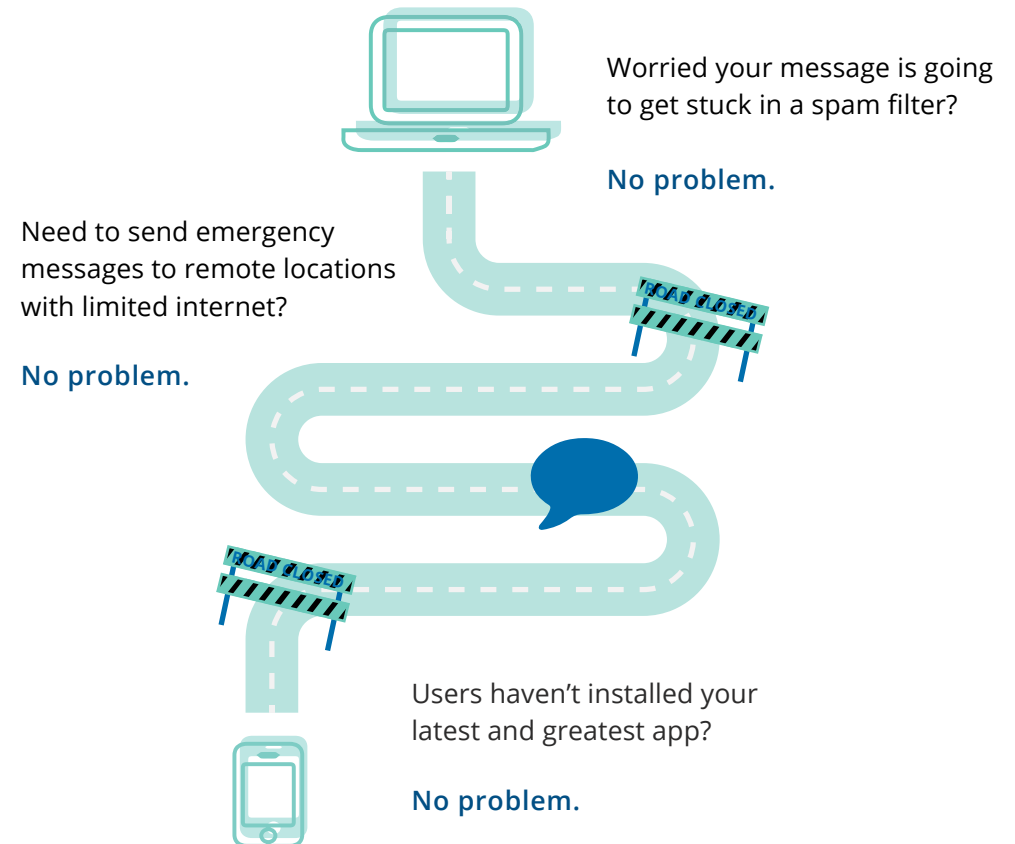
SMS

SMS (Short Message Service) or a “text message” is a text-based service that allows you to send a message of **up to 160 characters** to another device. Longer messages are automatically split up into several parts depending on the length. **Most cell phones support this type of text messaging.**

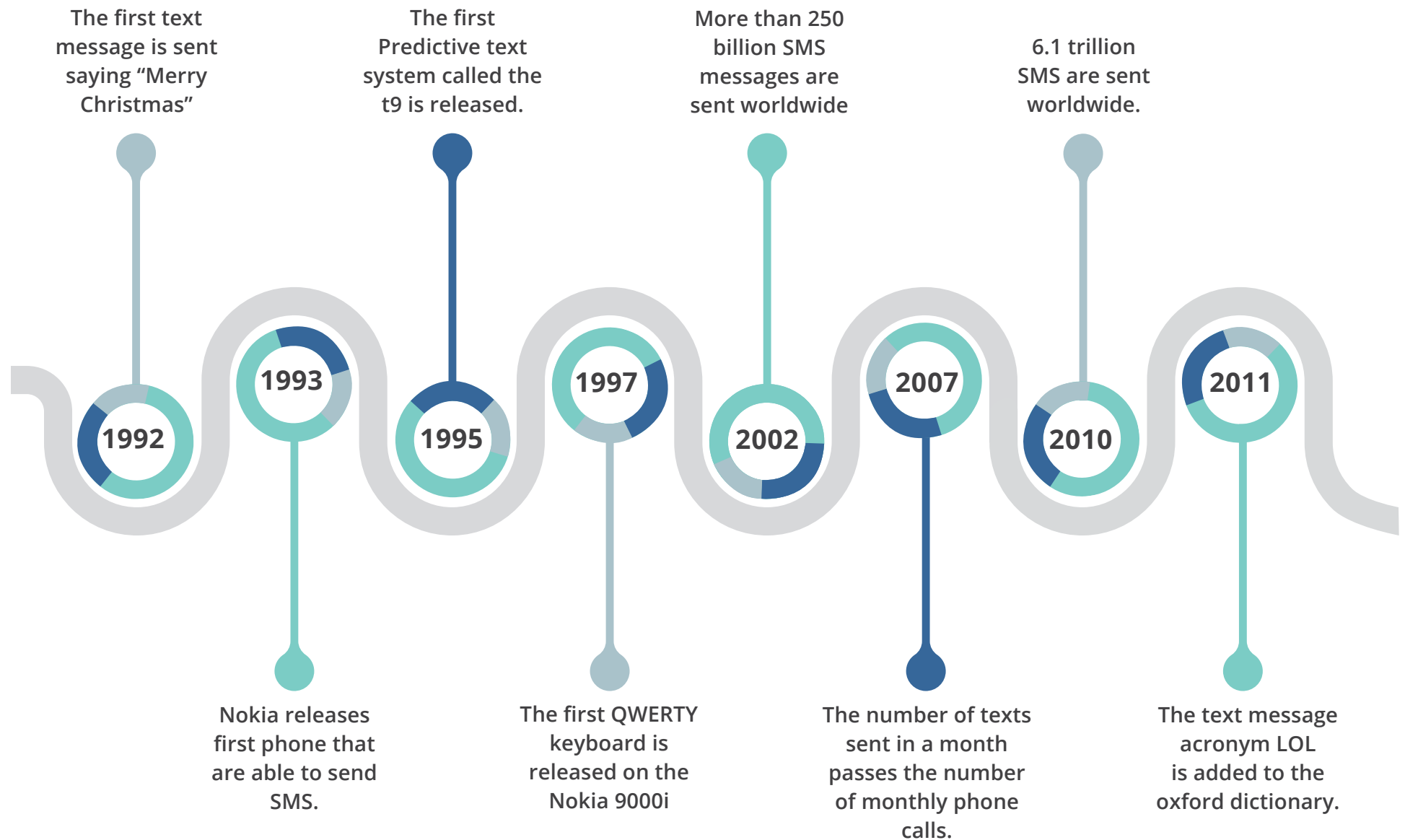
MMS

MMS stands for Multimedia Messaging Service and is an evolution of the SMS. With an MMS, **you can send a message that includes visual images, video, or audio content** to another device. It is most commonly used to send photos between devices.

The beauty of SMS and MMS really lies in the fact they utilise standardised telecommunication protocols that aren't reliant on data, apps, email servers or specific software. This means when you choose to deliver a message, you remove nearly all obstacles between you and your recipient, resulting in higher engagement and higher returns.



Brief History of SMS





Application of SMS



There are a vast array of applications for SMS and MMS.

From marketing and promotional content to appointment reminders and one time passwords, individuals and businesses around the globe are finding clever and innovative ways to capitalise on the power and functionality of SMS.

On the next page are just a few of the more common examples (with templates) used by businesses globally. We encourage you to try those that suit your business.



Marketing & Promotions

Marketers have been one of the biggest beneficiaries of SMS. Its power and flexibility allows for businesses to promote products and services at will, reaching billions of customers all with the simple click of a button.

Typically marketing and promotional SMS messages are designed to grab the attention of a target market, using powerful call to actions to entice customers to engage and connect.

The inaugural VIP SPORTS SALE Event is on this SATURDAY. Hurry while stocks last! Reply 'Y' to confirm a spot!

Receive DISCOUNTS on delicious breakfast specials! Text "YUM" to 523523 and get a FREE muffin with your next coffee!

Peter's Electrical Store is having a 50% OFF SALE on all electrical goods until the END OF OCTOBER. Visit Peter's Electrical Store TODAY at www.pete-electrical.com for prices.

Remember to monitor your campaign's performance and adjust your strategy and content based on your audience's engagement.



Confirmations

Thanks for booking with Beauty Inc. Your appointment is confirmed for 4pm SAT 26th JAN. CONTACT 9457 3447 for amendments. We look forward to seeing you!

Hi Alex. Your Holden Commodore is ready for pick up and is located at 12 Brand St. You can access the car from 8 am – 4 pm, Monday to Friday. CONTACT US on 96847395 for more information.

BOOKING CONFIRMATION:
88-XYZ. Pendleton Hotel is excited to see you on the 07/09/2016. THANK YOU for your order!

An SMS confirmation should contain information about the item or booking ID, a company name, short link to your organisation's website and a thank you message.

Similarly to notifications and alerts, SMS confirmations can have a beneficial impact on consumer's perception towards your company. You can use SMS confirmations to inform customers about scheduled flight times, hotel reminders or rental car booking confirmations.



Notifications and Alerts

Notifications and Alerts are a fantastic way to alert customers of critical issues that need immediate attention as well as general notifications that may soon require action.

When sending notifications and alerts, remember to include relevant information such as a delivery address and estimated time of arrival (if necessary), company name, and a phone number.

Your FLIGHT 878 will be DELAYED. Please visit our website's 'flight days' for more www.fly.com/flight-delays. We apologise for any inconvenience.

Unfortunately, Mark has **CANCELED** your session today as he is ill. You can **BOOK** a new session at www.fitnessgyms.com. FitnessGymsCentre.

Hi Jason, a courtesy message from Electrical Electronics - your television has been dispatched. Expected time of arrival: 2-4pm on 3rd of June. If this is not convenient for you, please call 555 5555 or **REPLY** directly to this text.



Appointment Reminders

Your DENTAL APPOINTMENT with Dr P. James is scheduled for AUGUST 23rd, 2:00 pm. MXT Dentist, 336 8478.

ABC Banks reminds you that your APPOINTMENT with Timothy Jackson will be at 8 Legson Way, TOMORROW the 11/10/2016 at 10:00 am – For more call - 03 6443 4598.

Beauty APPOINTMENT REMINDER– cut and colour TOMORROW at 11.00am with Sarah. To confirm reply YES. For further information contact - 9857 8787.



Each year businesses lose billions of dollars in time and revenue as a result of missed appointments. That's why it's important to remind your customers about critical times and events.

A great follow on from confirmation messages, appointment reminders are a professional way to advise an event or appointment is approaching. The instantaneous nature of SMS is extremely beneficial and can result in up to a **30% decrease in appointment no-shows.**

Remember, these type of text messages should contain the exact date and time of the appointment, the location, your name (or your company's name) and your phone number.

Payment Reminders

How many of your customers pay on time, every time? It's probably a smaller number than you would like. Payment reminders by SMS are an effective method to create urgency around outstanding bills.

Messages must be structured in a way that conveys your desired objective and persuades the customer to take action, without generating any unnecessary or unwanted focus. A strong call to action is essential.

Even if you're dealing with extremely delayed payments, it's important to not overstep your mark, be respectful.

NOTICE : you have missed your last payment. We encourage you to please contact us urgently on 555 5555. Regards, Banks Australia.

Hi Peter. Your Car payment is now **OVERDUE**. Please contact us **TODAY** on 552 4875 to discuss your policy.

We have not received payment for your Nokia 3310 - INVOICE 8887, dated 01/03/16. Please **CONTACT US IMMEDIATELY** on 875409987. Craig's Phones.



Internal Communication

SHIFT NOTICE: Dear Andy, a shift for a **TECHNICAL ASSISTANT** has become available on **FRI 17th FEB** at the **CROWN CASINO**. Hours are 8am - 8pm. Please **REPLY 'YES'** to accept.

EMERGENCY NOTICE: Dear staff, operations are suspended today at Burwood offices due to flooding. Access to the building will be granted from 21/3/17. Your line manager will contact with further information.

Dear Jack, thank you for your valued contribution to Wholesale Goods in 2016. The executive team would like to wish you and your family a very Merry Christmas and a Happy New Year.

Internal SMS communication can help to streamline work processes, alert employees in case of emergencies, staffing or rostering changes or to share festive messages to boost morale.

When you're sending messages internally, we encourage you to remember the tone of your company values as well as keeping your message short and concise.





SMS Delivery Methods



While you may be used to sending an SMS from your mobile device...

it may not be feasible to send multiple messages to varying group segments in one hit. There are three distinct and unique ways in which you can send business grade mobile messages; through your browser, integrated with an API or by email.



Web SMS Platform & API



Web SMS

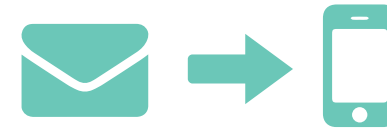
A web SMS platform gives you **full control** over your mobile messaging communications. It allows you to tailor your message, upload and customise contact groups, send to individuals, or thousands of people at once. The purpose of a web SMS platform is to **maximise your sending functionality and effectiveness**, putting **you** in total control.

API

An Application Protocol Interface or API for short, is an automated approach used by **millions** of organisations to help improve business efficiencies and communication workflows. It allows for your software or product to communicate directly with our SMS gateway and gives you the **flexibility to send messages from comfort of your own software**.

Following the successful delivery of your message, a receipt will be forwarded onto you. From start to finish this process happens in matter of seconds, **saving you considerable time and resources** in the process.

Email-to-SMS



Email-to-SMS is a form of technology that **converts standard emails into SMS messages**. Once your account is configured, you will be able to send SMS messages directly to your intended recipients, with the simple **click of a button**.

How does it work?

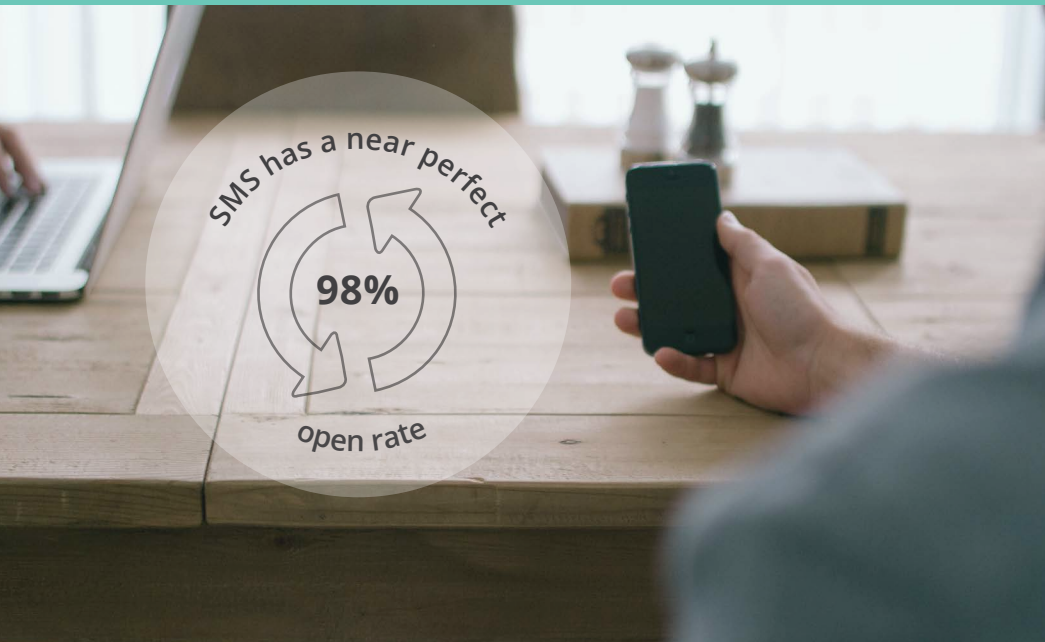
Email-to-SMS is a form of **API connection** which allows for emails to be converted into SMS messages. Our platform works by accepting emails from you, converting them into an SMS compatible format before delivering them. You will be able to send to **individual numbers or create groups of numbers and send in bulk**.

You can send from your own personalised email platforms such as Outlook, Gmail or AOL. You can even send from external CRM systems, internal programs, third-party software and external plugins. **If you can send an email from it, it's SMS compatible!**



SMS Products & Services

Key SMS Features



2-Way SMS

2-Way SMS is just how it sounds, a **multi-directional communication tool that allows you to have meaningful conversations using a valid number recipients can respond to.** This means you can have a reliable, instantaneous and direct line of communication with your contacts.

Common uses include marketing surveys, appointment confirmations, mailing list opt-ins, shift confirmations, TV competitions... the list is nearly endless. The benefit of using SMS over other channels is of course the near perfect 98% open rate, giving you peace of mind that your important message has been received.

Virtual Numbers

A dedicated virtual number is special and unique to you, **allowing you to be identified and recognised.** It is 2-Way SMS compatible and isn't shared by any other business. This means you can advertise it in print, on the radio or online and **get responses direct to your account.**

The other benefit of owning your own number is **the ability to use keywords to trigger auto responses.** This means you can send different responses based on the incoming message you receive. For example, if you're a travel agent and you'd like to send specific information based on a holiday destination, all you would need to do is set a keyword and then update the message content.



Long & Short Codes



Long Codes

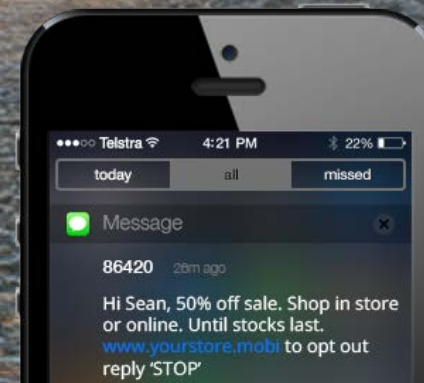
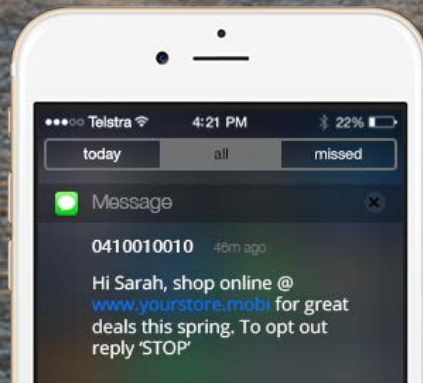
A long code is the **easiest dedicated number solution**. Depending on your region, they may be known as response numbers, virtual numbers or inbound numbers. Messages to a long code are usually **treated as a standard SMS for the end user**, making them widely used in a number of different mobile messaging campaigns.



Short Codes

Short codes are a **premium virtual number service**, often used in large scale or direct response adverts **where speed and convenience are key**. They are short in nature and are a great way to increase participation for call-to-actions featured on marketing materials and branded company collateral like brochures, ad-signs and banners.

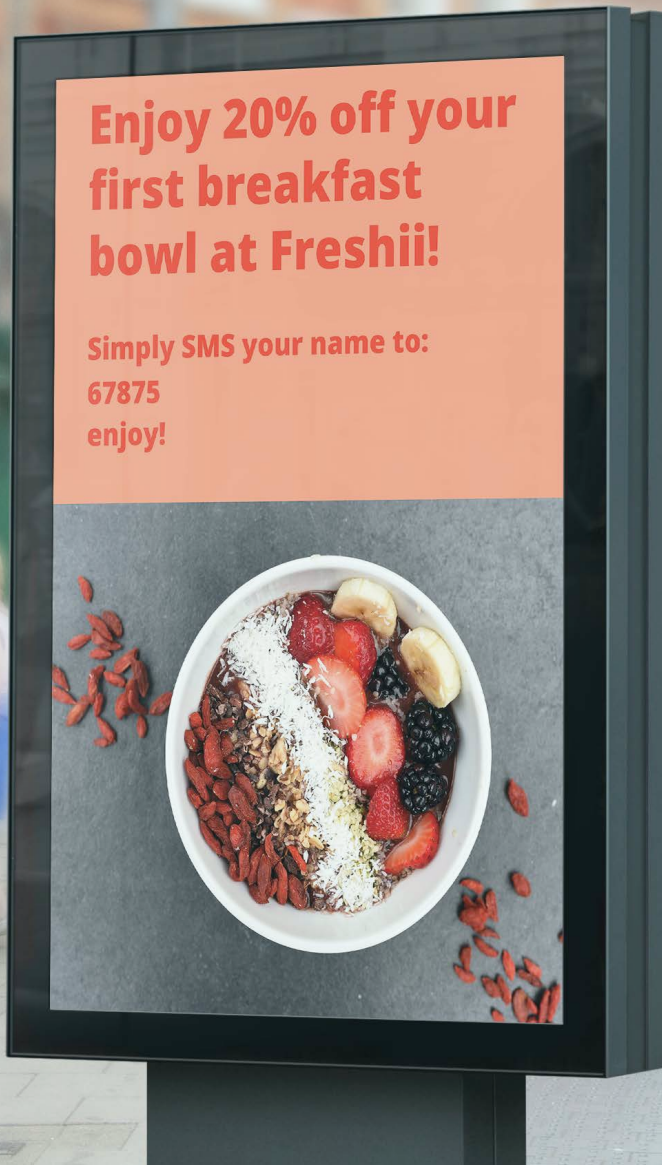
Note that short codes are only available in certain regions.





SMS Best Practice

How to Acquire Mobile Phone Numbers



Building your database is an important first step on your road to mobile marketing success. Below are just a few methods to get you started.

Mobile Opt-In

A mobile opt-in is where a recipient responds to a piece of advertising or promotional material encouraging them to message a specific keyword to a virtual number. This option is very popular and effective in the retail sector, especially at point-of-sale. These customers generally want to hear about your special offers, sales events, prize draws, or future promotions.

How to Acquire Mobile Phone Numbers



Web Opt-In

Traditionally, a web opt-in is when a customer **enters their mobile phone number into a website form or point of sale terminal**. This is a fantastic method of building your database as it allows you to **utilise complementary channels such as email**.

Best-practice is to send a confirmation message to your customer where they must respond with the word “YES” before they’re considered opted-in.

Existing Database

Already have a database of customers or users? **There is usually nothing wrong with utilising your existing data as long as the terms and conditions that they agreed to on registration support it**. Each country has its own set of laws surrounding advertising and marketing standards that vary greatly on what is deemed acceptable, so ensure that you check with the relevant authority in your region before sending your first campaign.



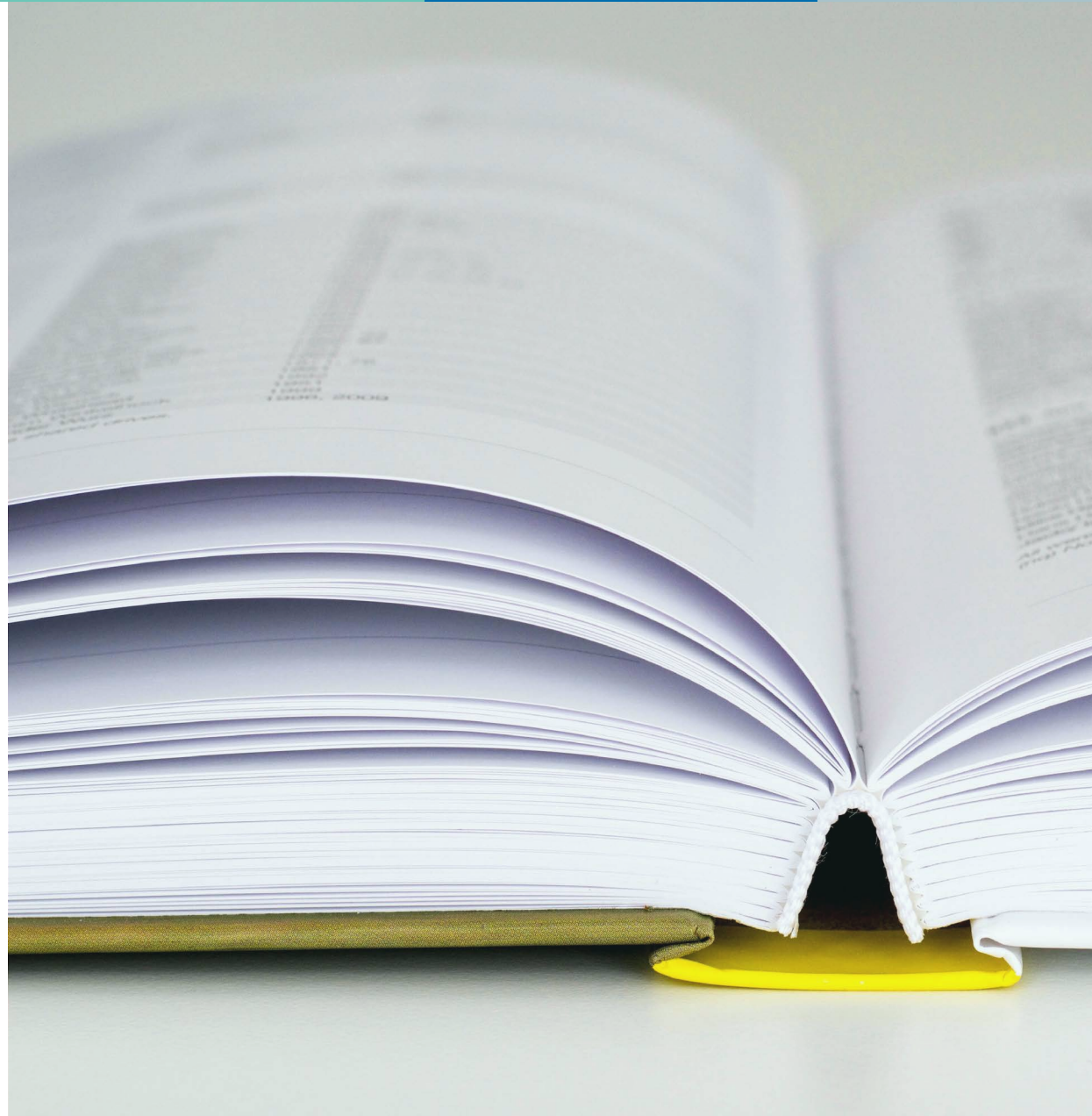
The Fine Print



No matter what type of campaign you are sending **it is vital that the numbers you are sending to have all been acquired properly and with the owner's consent.**

Inappropriate acquisition and use of a mobile number can result in **hefty penalties** including your SMS campaign being suspended by the wireless carriers, or fines of up to \$1,500 per text message - and with a bulk SMS campaign that could well add up!

If you are unsure on what is considered an appropriate acquisition of mobile numbers for use, we encourage you to **get in contact with our Customer Care team** for more information or check with your regional **Telephone Consumer Protection Act (TCPA).**



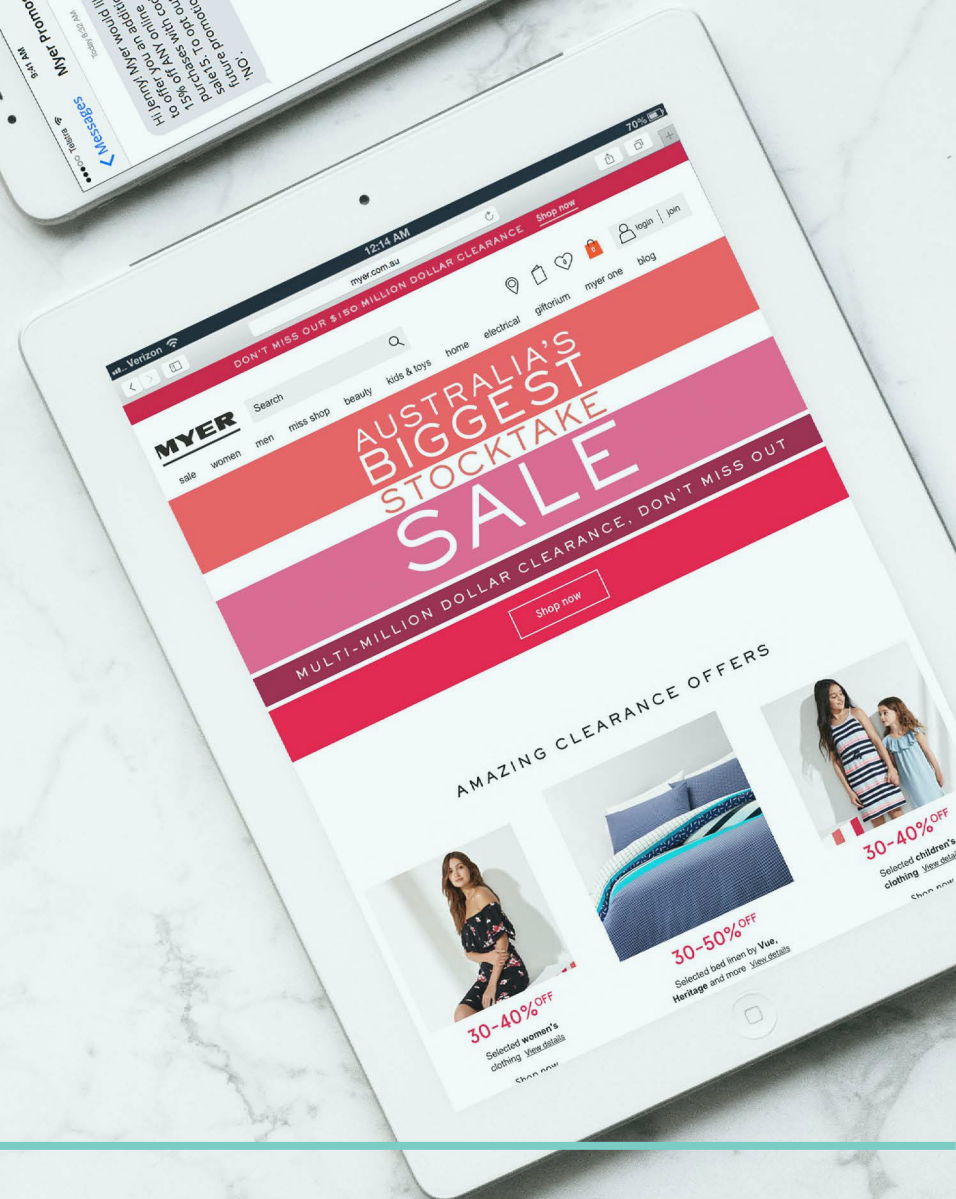


Crafting the Perfect SMS



What makes SMS marketing work?

In order to craft the perfect text message it takes time, effort, patience and a lot of testing. When you get it right, you will reap the rewards and benefits that instant and widespread SMS communication provides.



2. Customer Name

Personalize your message so that your customers feel that the SMS is being sent exclusively to them. Including their first name is a great way to achieve this and makes the customer experience more personal. Your messaging platform will need a merge feature to achieve this.

1. Business Name

You should always include your business name in an SMS so that your customers know who you are and can identify your business over competitors.

3. The Offer

This will arguably be the most important part of your message. In a marketing and sales message, always offer an incentive. State your offer clearly and add plenty of call-to-actions. You want to make the customer feel a sense of urgency when they read your SMS.

4. Qualifier

After you have informed your customer of their amazing offer, the next thing to do is include the qualifier or the fine print. Just like the point above, state clearly what is required of the customer to qualify for the offer and ensure that it is reasonable.

5. Redemption Instructions

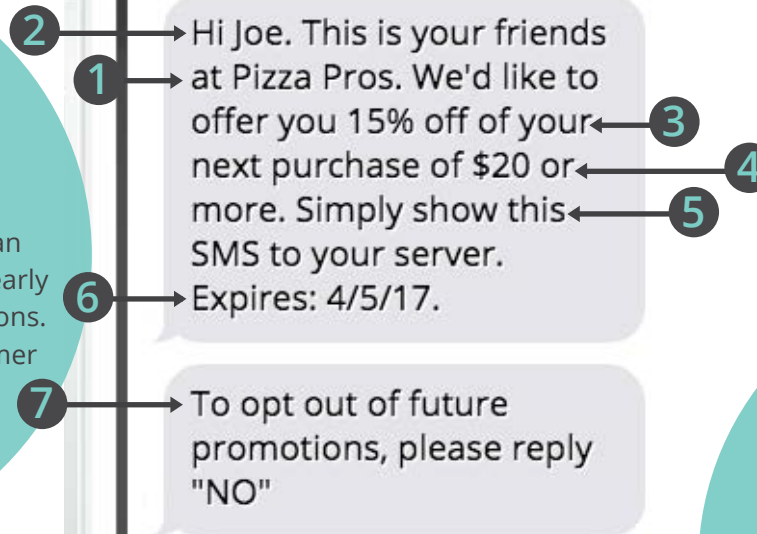
Now that you've made your customers an offer they can't refuse, the next step is to simply tell them what they need to do to redeem the offer. Insert a promo code or a website link into your SMS. If you choose to insert a link, ensure that the associated web page is mobile optimised.

6. Expiration Date

A great offer never lasts forever, make sure you include an expiration date to create a sense of urgency that motivates your customer to redeem the offer ASAP. You can choose to use all caps to indicate the expiration date to drive that urgency.

7. Opt Out

Your final step in the process is to ALWAYS offer an opt-out clause. Every marketing message should offer the recipient the ability to stop receiving messages from your business. It's important to clearly define this in your message.



Bonus Tip



Don't Use 'Text Speak.'

With only 160 characters at your disposal, it can be very tempting for businesses to revert to 'txt speak' or short hand text messaging. **We suggest you avoid it as it can result in the message not being correctly understood or be viewed as unprofessional.**

Remember most databases contain numbers from **varying demographic and age groups**. It's better to stick with plain messaging that everyone will be able to read and understand.



Best Time to Send an SMS

Best Time to Send an SMS

One of the most frequently asked questions we receive from our customers is in regards to optimal message sending times. We're talking about turning a standard form of promotional material into pieces of prime real estate that are going to receive good levels of engagement, high open rates and ultimately assist you in getting your message heard.

General Marketing Messages

For general marketing messages **between 11.00 am and 1.00 pm** can be a great time to send depending on your demographic. Most people take their lunch breaks and are active on their mobile devices.

Pro tip: If you are sending a URL link, **measure the time of the traffic to your page**. This will give you understanding of when most people are engaged and clicking.

Appointment Reminders

The best time to send an appointment reminder would be **directly following the appointment time made**, one **24 hours before** the appointment, with the possibility of a third **one hour before** appointment depending on your industry.

Weekend Sales / Special Events

What's the best time to send weekend sales offers to your customers? We suggest you send it around **Thursday afternoon or Friday morning**. Within the message create a **sense of urgency** for the customer. Offer a **DISCOUNT** or something **FREE**.





Find Your Industry

How business can benefit from SMS

No matter what your industry, SMSGlobal can help your business use mobile messaging to **increase** consumer reach, **improve** your interactions with customers and **grow** engagement with your brand.

To find out more about how your business could benefit from the introduction of SMS, click on your industry below.



Real Estate



Education



Travel



Finance



Healthcare



Hospitality



Beauty
& Fitness



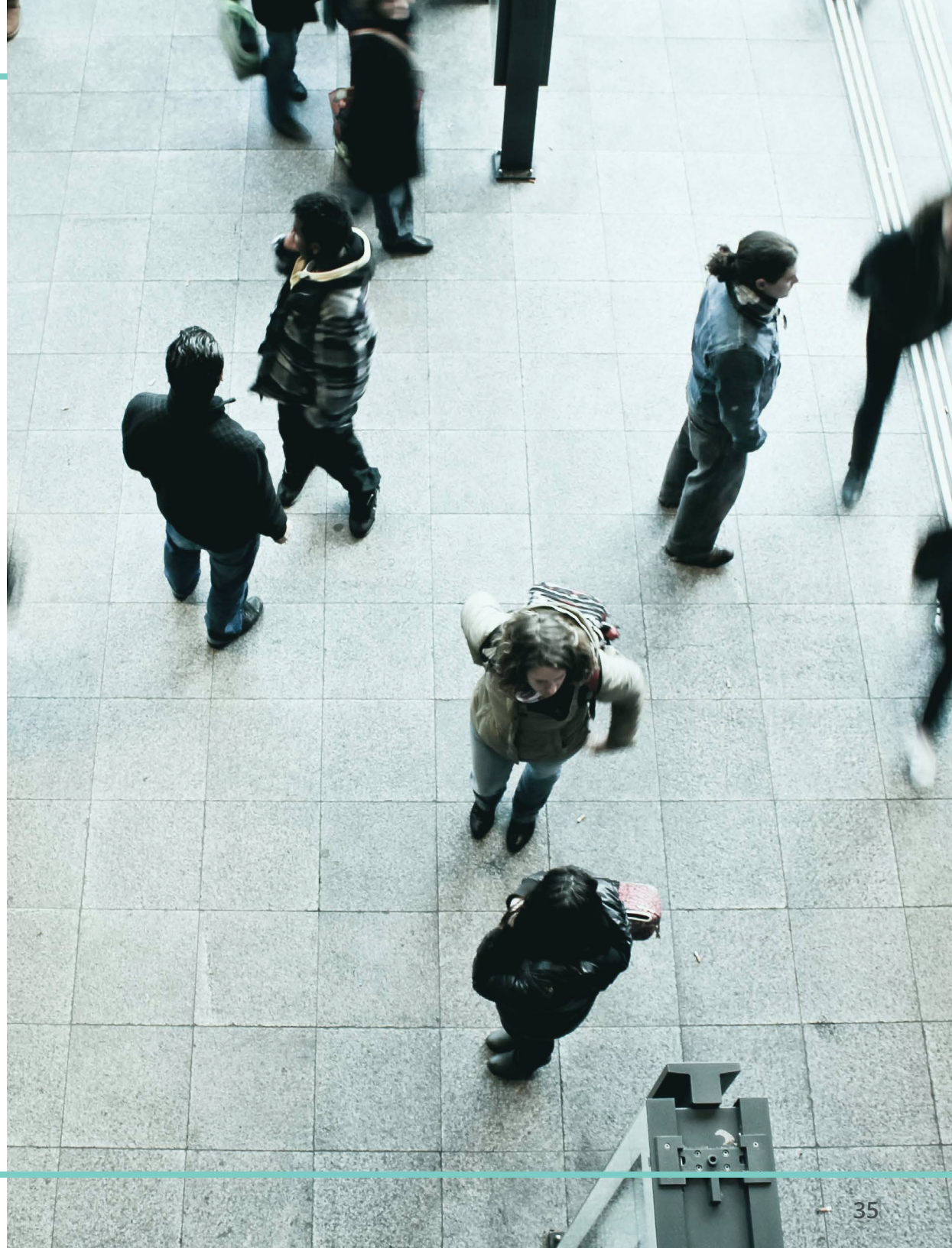


About Us

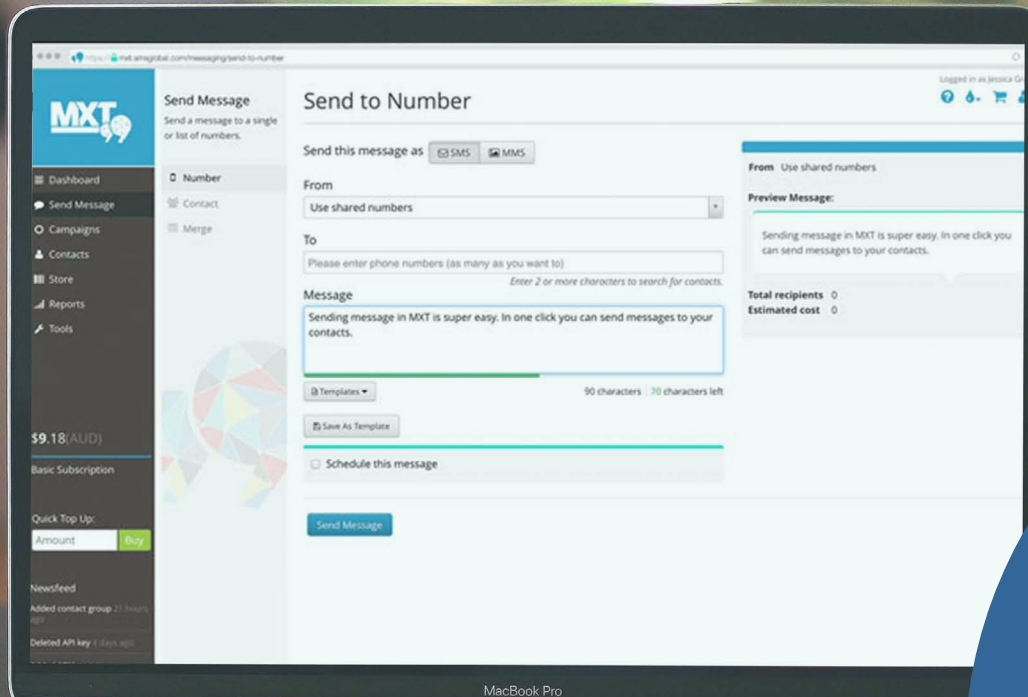


SMSGlobal is a premier global provider of enterprise grade SMS solutions. Whether you need to send out a single message notification or an SMS blast to millions, we have the right solution to suit your business needs.

Our range of competitive pricing, matched by our reliable service, has allowed us to help grow businesses of all shapes and sizes. With direct connections to mobile carriers around the world, our proprietary enterprise-grade SMS gateway offers unsurpassed service quality and security to our clients and partners.



Our Platform



MXT is our state-of-the-art online messaging platform that lets you **create and manage** your SMS communications to **anywhere** in the world. It doesn't matter if you want to send a single SMS or many personalised messages to thousands – **MXT has you covered**.

You can use MXT whenever, wherever, however. It's user-friendly, works in any browser, and was developed with simplicity – and you, the user – in mind. And yes, it's built with an **intuitive and fully responsive interface**. So you can use it on the go and with any device.

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