

## SMS CAMPAIGN

# CREATING A 2-WAY MO CAMPAIGN

The screenshot shows the 'CREATE CAMPAIGN' interface with the following steps highlighted:

- CAMPAIGN NAME**: Input field containing 'New coffee flavor MO'.
- HOW DO YOU WANT TO START YOUR CAMPAIGN?**: Radio buttons for 'SEND A MESSAGE', 'BY A TRIGGER' (selected), and 'NUMBER LOOKUP'.
- FROM**: Input field containing '447860041769'.
- SCHEDULING OPTIONS**: Section for defining triggers and actions.
- IF**: 'KEYWORD' dropdown.
- EQUALS**: 'OFFERS' dropdown.
- THEN PERFORM THESE ACTIONS**: 'Action Group #1' dropdown.
- 1 ACTION GROUP #1**: Message preview: 'You have successfully signed up for weekly text offers from Coffee Shop. Show this message on a paydesk and get a free coffee!'.
- 2 ACTION GROUP #2**: 'ADD TO BLACKLIST' dropdown menu with options: 'Add to List', 'Remove from List', 'Add to Blacklist', 'Remove from Blacklist', 'Send Message', 'Go To'.
- MESSAGES TOTAL** and **MESSAGES COST**: Summary fields at the bottom.
- LAUNCH**: Red button at the bottom right.

1. Enter **CAMPAIGN NAME**
2. Select **BY A TRIGGER**
3. Choose **CAMPAIGN SENDER** - explained in 1 the Way Quick User Guide
4. Choose **SCHEDULING OPTIONS** (optional selections) - explained in the 1 Way Quick User Guide
5. Choose reply **KEYWORDS TRIGGERS** selections - explained in the 2-Way MT Quick User Guide
6. Type reply **MESSAGE TEXT**
7. Select an **ACTION TYPE**
  - a) Add to List - automatically adds the number(s) to the subscribers list
  - b) Remove from List - automatically removes the number(s) from the subscribers list
  - c) Add to Blacklist - automatically blacklist the number(s)
  - d) Remove from blacklist - Sender of the received **MO** message will be whitelisted for future campaigns
  - e) Send Message - automatic reply to subscriber
  - f) Go to – Sender of the received message **MO** will be moved to specified step (action) in campaign
8. Campaign **INFO** preview
9. **LAUNCH** campaign