

# SMS CAMPAIGN BASICS



## SMS campaigns can be:

- **1-WAY CAMPAIGNS** - an outbound only campaign, used to broadcast SMS from the portal to mobile phones. Outbound messages are called Mobile Terminated (MT) messages.
- **2-WAY CAMPAIGNS** - a campaign which includes both outbound SMS (MT) and inbound SMS. Inbound messages that are received into the portal from mobile phones are called Mobile Originated (MO) messages. 2-way campaigns can be used to engage with your subscribers in an interactive way.
- **NUMBER LOOKUP** - for checking if mobile numbers are valid, ported or in roaming.

## Depending on the scenario Campaigns may start with:

1. Sending a bulk SMS MT message - **SEND A MESSAGE** option
2. Receive an inbound SMS MO message - **BY A TRIGGER** option
3. Sending a Number Lookup (NL) one step bulk - **NUMBER LOOKUP** option

### HOW DO YOU WANT TO START YOUR CAMPAIGN?

<input checked="" type="radio"/>  SEND A MESSAGE	<input type="radio"/>  BY A TRIGGER	<input type="radio"/>  NUMBER LOOKUP
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# The page Create Campaign is composed of 3 parts

1. The **MAIN PART**, where a user enters all the relevant data for a campaign
2. A **BRANCH PREVIEW** on the right top side helping to visualize multistep interactive campaigns
3. **ALERTS & ADVICE SECTION** on the bottom right side of the screen, providing support to users by leading them through the campaign creation

The screenshot shows the 'Create Campaign' page in the SMS Messenger interface. The page is divided into three main sections:

- 1. MAIN PART:** This is the central form area where users enter campaign details. It includes fields for 'CAMPAIGN NAME' (currently 'Untitled campaign'), 'HOW DO YOU WANT TO START YOUR CAMPAIGN?' (with options: SEND A MESSAGE, BY A TRIGGER, NUMBER LOOKUP), 'TO' (recipients), 'FROM' (sender), and 'MESSAGE' (content). There are also buttons for 'UPLOAD FILE' and 'ADD FROM SUBSCRIBERS'.
- 2. BRANCH PREVIEW:** Located on the right top side, it shows a 'START' button, indicating the beginning of a multistep interactive campaign.
- 3. ALERTS & ADVICE SECTION:** Located on the bottom right side, it provides guidance with a checklist: 'Start by naming your campaign, selecting some senders/recipients and typing your message.', 'Select a sender', 'Select some recipients', and 'Type some text for your message'.