

SMS CAMPAIGN

CREATING A 2-WAY MT CAMPAIGN

CREATE CAMPAIGN

- CAMPAIGN NAME**
New coffee flavor
- HOW DO YOU WANT TO START YOUR CAMPAIGN?**
SEND A MESSAGE | BY A TRIGGER | NUMBER LOOKUP
- CAMPAIGN RECIPIENTS**
989188441 | NEW COFFEE OPT. IN LIST
- CAMPAIGN SENDER**
FROM: 447860041769
- SCHEDULING OPTIONS**
- MESSAGE**
83 CHARACTERS REMAINING 1 MESSAGE
How happy you are with our new coffee flavor? Reply with: great, good or bad.
- KEYWORDS TRIGGERS**
Message options: ALLOW SPECIAL CHARACTERS -
IF: KEYWORD EQUALS THEN PERFORM THESE ACTIONS
KEYWORD great Action Group #1
KEYWORD good Action Group #1
KEYWORD bad Action Group #1
CLICK TO ADD OPTION | ALLOW MULTIPLE REPLIES
- ADD & REPLY TRIGGER**
- 1 ACTION GROUP #1**
MESSAGE: 44 CHARACTERS REMAINING 1 MESSAGE
Thank you for participating in the survey. Show this message at paydesk and get 10% discount for any coffee order!
- MESSAGES TOTAL**: 22 | **MESSAGES COST**: €0.00
- SEND TEST** | **LAUNCH**

1. Enter **CAMPAIGN NAME**
2. Select **SEND A MESSAGE**
3. Choose **CAMPAIGN RECIPIENTS** selections - explained in 1-Way
4. Choose **CAMPAIGN SENDER** - explained in 1-Way
5. Choose **SCHEDULING OPTIONS** (optional selections) - explained in 1-Way
6. Type a campaign **MESSAGE TEXT** (optional selections) - explained in 1-Way
7. Select **+ADD A REPLY TRIGGER** - it opens actions for 2-Way keywords
8. Choose reply **KEYWORDS TRIGGERS**
 - a) IF - specify any keyword or variable
 - b) EQUALS - keyword phrase
 - c) ACTIONS - create or select action groups (what the triggered keyword does)
 - d) ADD OPTION - new keyword
 - e) MULTIPLE REPLIES - when checked, subscribers can reply to the same message multiple times
9. Type reply **MESSAGE TEXT** - automatic reply to the subscriber
10. Campaign **INFO** preview
11. **SEND TEST** or **LAUNCH** campaign