

SMS CAMPAIGN

CREATING A 1 WAY CAMPAIGN

The screenshot shows the 'CREATE CAMPAIGN' form with the following elements:

- 1** Campaign Name: 1 Way Campaign
- 2** How do you want to start your campaign?: SEND A MESSAGE (selected)
- 3** TO: Start typing recipients or paste numbers
- 4** FROM: Select from a list, or start typing to add a sender
- 5** SCHEDULING OPTIONS - CAMPAIGN START: 22/06/2016 08:00; CAMPAIGN END: 23/06/2016 20:00; SELECT TIMEZONE: United Kingdom / London (GMT/BST)
- 6** MESSAGE: Happy Birthday **FIRST_NAME** ! Display the message on paydesk and get 30% coupon discount once you purchase any products in Our Store until 1st of July.
- 7** MINIMUM 1 MESSAGE
- 8** Message options: ALLOW SPECIAL CHARACTERS -
- 9** Campaign INFO preview: MESSAGES TOTAL, MESSAGES COST
- 10** SEND TEST or LAUNCH

1. Enter **CAMPAIGN NAME** - used to monitor and manage your campaign
2. Select **SEND A MESSAGE**
3. Choose **CAMPAIGN RECIPIENTS**
 - a) Type or copy a number - up to 15K
 - b) Upload file - chose data file from PC
 - c) Add from subscribers - choose existing subscribers list
4. Choose **CAMPAIGN SENDER** - select a name or available number
5. Choose **SCHEDULING OPTIONS** (optional)
 - a) Select start and end date and time
 - b) Select a time zone
6. Type the campaign **MESSAGE TEXT**
7. Select **PLACEHOLDER** (optional)
Hint: if you want to personalize a message, insert a placeholder within the message body. The placeholder can be data e.g. recipient name. Data must be stored in the file/subscriber list
8. Choose **MESSAGE OPTIONS** (optional)
 - a) Delivery time
 - b) Sending speed
 - c) Validity period
 - d) Flash SMS
 - e) Data payload
9. Campaign **INFO** preview
10. **SEND TEST** or **LAUNCH** campaign