

SMS BROADCAST MESSAGING QUICK START GUIDE

Unleash the power of SMS Messaging! It's simple to engage your customers and increase customer loyalty with targeted broadcast messaging. Announce events and specials, business and school closings, payment and renewal reminders and more in just minutes.

Get Started Now!

Creating a New Subscriber List

1. Select Manage Subscription Lists from the side navigation bar of your Virtual Attendant User Dashboard.
2. Click "Add List".
3. Assign a name to your new list (i.e. Weekly Dinner Specials, Weekly Events).
4. Click "Save".

Adding Subscribers to a List

1. Select Manage Subscription Lists from the side navigation bar of your Virtual Attendant User Dashboard.
2. Click "Import".
3. Choose the list to add subscribers to from the dropdown.
4. Enter each number on a new line within the Numbers text box.
 - a. You may copy and paste from a text file, Word document or Excel spreadsheet.
 - b. Numbers may be added as (555) 555-5555, 555-555-5555 or 5555555555.
5. Click "Import".

Scheduling a Subscription Broadcast

1. Select Schedule Subscription Broadcast from the side navigation bar of your Virtual Attendant User Dashboard.
2. Click "Add SMS".
3. Choose a subscription list from the dropdown.
4. Enter your desired message broadcast date.
5. Enter your desired message broadcast time.
6. Choose the telephone number to be displayed on recipient's Caller ID.
7. Enter your desired message. (Single messages are limited to 160 characters. Longer messages are acceptable, but will be sent, counted and charged as multiple SMS messages).
8. Click "Add".

Creating an Unscheduled Broadcast Message

1. Select Manage Subscription Lists from the side navigation bar of your Virtual Attendant User Dashboard.
2. Click on the SMS Balloon icon for the desired Subscription List.
3. Choose Caller ID recipient will see.
4. Enter Message you would like to send immediately.
5. Click "Send".

Creating a Subscribe/Unsubscribe SMS Flow

Please note that you must create a subscription list before you can complete a subscribe/unsubscribe flow

1. Select Flows from the side navigation bar of your Virtual Attendant User Dashboard.
2. Click "New Flow".
3. Assign a name to your new list (i.e. Weekly Updates).
4. Click "OK".
5. Click "Create SMS Flow" for the desired flow.
6. Drag Keyword Match applet to applet box within the Message Received Dialog Box.
7. Enter the keyword you wish subscribers to use to subscribe for specific updates like Weekly Dinner Specials (i.e. DINNER).
8. Drag Subscription applet to applet box next to your keyword.
9. In Subscription Dialog Box select desired subscription list displayed on dropdown
10. Choose Add from the Action dropdown.
11. We recommend sending your subscribers an acknowledgement when they subscribe. To do this, drag the Send A Reply applet into the applet box below the Subscription and Action dropdowns.
12. Enter desired acknowledgement text into SMS Dialog Box text field (i.e. Thank you for subscribing to our dinner specials! Reply with NODINNER to unsubscribe. Text charges may apply-check your plan).
13. Return to the Keyword Match Dialog Box and create a new keyword for subscribers to use to unsubscribe to your list. (i.e. NODINNER).
14. Drag Subscription applet to applet box next to your keyword.
15. In Subscription Dialog Box select desired subscription list displayed on dropdown.
16. Choose Remove from the Action dropdown.
17. We recommend sending your subscribers an acknowledgement when they subscribe. To do this, drag the Send A Reply applet into the applet box below the Subscription and Action dropdowns.

18. Enter desired acknowledgement text into SMS Dialog Box text field (i.e. We're sorry to see you go, but you have been successfully unsubscribed and you will no longer receive our weekly dinner special updates.).
19. Return to the Keyword Match Dialog Box and drag the Send A Reply applet to create a text flow to alert subscribers when they mistype keywords.
20. Enter desired text into SMS Dialog Box text field (i.e. We're sorry, but the keyword you have entered does not match ours. Please try again!).
21. Click "Save" to save your flow.

Adding Additional Subscriptions to an Existing Subscribe/Unsubscribe SMS Flow

This feature allows you to have multiple subscriptions within one SMS flow. You can create these multiple subscriptions by adding additional keywords if you would like to have separate subscriptions like Weekly Dinner Specials, Weekly Drink Specials and Weekly Events.

1. Select Flows from the side navigation bar of your Virtual Attendant User Dashboard.
2. Click "Edit SMS Flow" for the desired flow.
3. Click the Keyword Match applet that is inside the Message Received Dialog Box.
4. Click the "+" icon next to the last Subscription applet in your list to add a new keyword.
5. Create new Add and Remove pairs for each of your subscription lists by clicking the "+" icon next to the last Subscription applet in your list and then by following STEPS 9-20 in Creating A Subscribe/Unsubscribe SMS Flow (See above).
6. When you have finished, click "Save" to save your modified SMS Flow.