

USING KEYWORDS

Create a new keyword

Keywords are the Key to successful Text Marketing!

By using this simple call to action, customers can interact with your brand immediately

Main System Tabs

SMS KEYWORDS:

Set up, configure and manage your keywords,

Create New Keyword

Create a new keyword either using credits already purchased in your account or visit our online shop to purchase additional keyword credits. A link also helps you search available keywords.

Sub Keyword

Create Sub Keywords, Alias Keywords and Keyword misspellings to ensure you capture as many responses as possible.

Existing Keywords				
CELL	77007 (\$0.00)			Add Misspelling
MEAL	77007 (\$0.00)			Add Misspelling
» MAEL				
MOBI	77007 (\$0.00)			Add Misspelling
OFFER	77007 (\$0.00)			Add Misspelling
RESTAURANT	77007 (\$0.00)			Add Misspelling
» RESTUARANT				
XXX CALLBACK	77007 (\$0.00)			

Available Keywords

View keyword credits available in your account. In order to purchase more visit our online shop

Existing Keywords

View existing keywords in your account

Edit Keywords

Easily edit response messages by selecting the 'edit' icon including setting up automatic responses, limiting number of responses per handset, setting up sub keywords

Delete Keywords

Alternatively delete keywords no longer required by selecting 'delete' icon.

Configuring a keyword

Set up keywords so that customers can receive an automated response when they text in that keyword.

Here you can set up easy to run Text 2 Win promotions, for example.

Send Message

SMS Keywords

Contacts

Inbox

Message Replies



Reply Message (Leave blank for no reply)

Characters: 109 / 160

Thanks for registering your interest in our PRODUCT. A member of our team will call you in the next 24 hours.

[View Templates](#)

Thank You entering our Competition. The lucky winner will be notified by text on MM/DD/YY. G
Thanks for registering your interest in our PRODUCT. A member of our team will call you in the
Thank You for registering with VENUE. We will keep you updated with our great offers and the
Congratulations, you have won PRIZE. A customer service representative will contact you soon
Congratulations you have won free entry to VENUE tonight. Show this text at the door to avoid the

Notifications

Cell

Email

Limit the number of replies

Limit to:

----- Select -----
----- Select -----
Total number of texts
1 entry per day
1 entry per week
1 entry per month

Reply when over

Characters: 0 / 160

[View Templates](#)

Additional Info Mobile Web Page



Developer Options/Alerts



URL Alert To:

Subsequent SMS To:

Delivery Report URL:

Finish

Start: 11/18/2008

Time: 00:00

Finish:

Time:

Save

Both dates and time are optional

[Click here to add another response for a different time, day or carrier](#)

Bounceback Message

Prepare a 160 character response message to your keyword. This is the text which will be read by your customers when they text your keyword to a shortcode.

Notifications

Set up automatic notification to a cell phone or email address which will receive an alert when your keyword is texted allowing you to react with a phone call or email if required. Enter cell numbers adding '1'

Developer Options/Alerts

If you are a developer and require further explanation regarding this option please email: support@interlinked.mobi

Go Live and Campaign End set up

Enter dates and timings for your keywords when to Go Live or when to Expire. Following expiry date, people who text into your keyword will not receive a reply message, saving you money.

Text Templates

Select link 'View Templates' to pick a ready-made message should you require assistance or inspiration

Limit Number of Replies

Set this option when running a promotion such as Text 2 Win. This will restrict entries to the promotion in line with the default settings.

Mobile Web Page

For more information on this function, please email Support@Interlinked.mobi

Further Options

See Following Slide

Configuring different keyword actions

Depending on your campaign, you can set different responses at different times on different carriers.

Send Message SMS Keywords Contacts Inbox

Keyword: MOBI on 77007

Current Responses

[Any Time Any Day, Any Day any carrier](#) (default action)

Create a new response

A Message Sent Between and (GMT) or any time

Sent on Days

<input type="checkbox"/> Sunday	<input type="checkbox"/> Monday	<input type="checkbox"/> Tuesday	<input type="checkbox"/> Wednesday
<input type="checkbox"/> Thursday	<input type="checkbox"/> Friday	<input type="checkbox"/> Saturday	<input checked="" type="checkbox"/> Any Day, Any Day

Sent By Carrier

<input type="checkbox"/> Alltel	<input type="checkbox"/> AT&T Legacy	<input type="checkbox"/> Boost	<input type="checkbox"/> Cellular South
<input type="checkbox"/> Cingular (AT&T)	<input type="checkbox"/> Cricket	<input type="checkbox"/> Dobson	<input type="checkbox"/> Midwest Wireless
<input type="checkbox"/> Nextel	<input type="checkbox"/> Sprint	<input type="checkbox"/> T-Mobile	<input type="checkbox"/> Verizon
<input type="checkbox"/> Virgin	<input checked="" type="checkbox"/> All Carrier		

Vary Keyword Response

This page can be used to edit the response to a keyword. For example you may want people who text in at 3pm to receive a different response to those who text in to the keyword at 7pm.

Select Day of Response

Vary response to your keyword on weekdays and weekends for example or using other variations

Simply check the box adjacent to the selected Day

Creating the Custom Response

View existing keywords in your account

Provide the Timing range you wish the auto response to be sent

The time format must be entered in HH:MM format

Select Carrier for Response

Alternatively select specific carrier to program your auto response by checking the box adjacent.