

# SENDING A TEXT MESSAGE

## Schedule when to send the message

CMD is all about **text message marketing**.

Our 'look at a glance' marketing calendar helps you schedule, plan and review your text messaging campaigns,; quickly, simple and easily

### Main System Tabs

#### SEND MESSAGE:

Scheduling, writing and sending your text messages

### Easy To Read

With different colours and shadings you can easily scan your planner to see what today's date is, text sending history, when you sent your last messages and other dates of interest.

### Marketing Calendar

Plan, review and view your text messages in this easy to use online calendar. You can set reminders, special occasions, holidays and other important events for your marketing campaigns.

Send Message SMS Keywords Contacts Inbox

### Send a message 98 Credits

Jump: [Today](#) | [+1 Mth](#) | [+3 Mths](#) | [+6 Mths](#)      Change Month: Jan ▼    2009 ▼

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2 Text Sent	3
4	5	6	7	8 Text Sent	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Recently scheduled messages may take a couple of minutes to appear      [View All Sent Items](#)

### Send A Message Help

Click on any day on the calendar to schedule an outgoing text message.

The calendar also allows you to easily view messages that have been sent out in the past. Simply click the day in the past you wish to view.

[View Send a Message Video Tutorial](#)

### Add A Reminder

Event:

Date:  ▼

Apply to sub accounts

Select date from the drop down then click here to remove a reminder

### Help Hints

Simple on screen Help and Hints to keep you on track. This can be customised for individual accounts using our adaptable language files. You can also include links to view additional Help tutorials or videos.

### Add A Reminder

You can easily customize your calendar to include reminders about special events and occasions happening in your venue to help you plan your text marketing campaigns.

### View All Sent Items

Use this link to view all previously sent messages in your account and easily schedule similar messages

## Creating the message

Compose your 160 character message with the use of this simple interface.

Not sure what to write? Use one of our ready prepared templates.

Send Message | SMS Keywords | Contacts | Inbox

### Create your message

Characters: 18 of 160

Reply STOP to Stop

From: 77007

Send a Test

Mobile Number:  (eg 17121231234)

Message Templates

SPECIAL OFFER @ "RESTAURANT" on MM/DD/YY! 3 Courses plus: NEW MENU @ "Restaurant, location. Buy any main meal and rec The TEAM NAME playing live at VENUE tonight. Call us NOW on x Watch THE BIG GAME in the hottest place in town.... showing live: xxxxxxxx is LIVE from VENUE 2moro Nite till HH:MM, Top tunes

Personalize text message

Add:

Mr  Alternative  Max: 10


Message: Mr first name

Additional Info Mobile Web Page

Valid SMS Characters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 0 \_ / . - , + \* ) ( ' & % # "  
! ? > = < ; : @ £ \$ ¥ ¤ ¨ ü ñ ö ä Å Ö Ñ Û à è é ù ì ò  
Ç Ø ø Å Æ É Æ Æ LF

Messages sent containing characters not listed above may fail during the sending process, or get corrupted by a handset.



Phone and message not to scale

### Text Message Box

Create your own text message by writing it here. As you type the words, the character counter decrements letting you know how many of the 160 characters remain. Make sure you retain the required OPT OUT message at the end of the message

### Advanced Options

- Send a test message
  - Include a cell number to send a test message to you or your client for approval
- Choose a message template
  - Lacking inspiration? Choose one of our prepared texts and just amend dates and offers
- personalise your message to include e.g. first name
  - If your data includes first names, surnames etc use these to give your messages that personal touch
- create a Mobile Web page to embed in your message

### Individual or Bulk Send

Select either the Individual Send or Bulk Send message. Individual Send allows you to select specific data records to receive your message. Bulk Send can send your message to your whole database

### Message Simulator

As you type your text message it will appear in the 'cell phone' display giving you an idea of how your message may appear

### Valid SMS characters

Below is listed the characters permitted when constructing your text message

## Sending to individuals

Select individual recipients for your text message or several at one time. You can also add new contacts quickly and simply here by using the 'Quick Add' function.

Send Message SMS Keywords **Contacts** Inbox

Select People 100 Credits Available Send At: 12 00 GMT Send Message

Find someone by typing their name or number:  Total People Selected: 0 [Clear Selection](#) [Prev](#) | [Next](#)

<u>Name</u>	<u>Cell Phone</u>	<u>Signed Up</u>	<u>Unsub</u>	
Angelica Charlton	1-203-xxx-2126	12/18/2008		<input type="checkbox"/>
Angelica Charlton	1-505-xxx-8106	12/12/2008		<input type="checkbox"/>
Angelica Collins	1-262-xxx-5124	12/04/2008		<input type="checkbox"/>
Angelica Connell	1-202-xxx-0103	12/30/2008		<input type="checkbox"/>
Angelica Coulson	1-231-xxx-2115	12/27/2008		<input type="checkbox"/>
Angelica Coulson	1-505-xxx-6126	12/24/2008		<input type="checkbox"/>
Angelica Donnelly	1-605-xxx-0110	12/30/2008		<input type="checkbox"/>
Angelica Donnelly	1-808-xxx-2104	12/07/2008		<input type="checkbox"/>
Angelica Donnelly	1-206-xxx-2112	12/08/2008		<input type="checkbox"/>
Angelica Gibson	1-702-xxx-0137	12/29/2008		<input type="checkbox"/>
Angelica Jackson	1-605-xxx-1120	11/18/2008		<input type="checkbox"/>
Angelica Jackson	1-217-xxx-7118	12/02/2008		<input type="checkbox"/>
Angelica Jameson	1-212-xxx-9104	12/20/2008		<input type="checkbox"/>
Angelica Jameson	1-605-xxx-1100	12/28/2008		<input type="checkbox"/>
Angelica Jameson	1-605-xxx-2122	12/28/2008		<input type="checkbox"/>
Angelica Jameson	1-480-xxx-6119	12/23/2008		<input type="checkbox"/>
Angelica Jameson	1-406-xxx-6119	11/24/2008		<input type="checkbox"/>
Angelica Johnson	1-505-xxx-3128	12/16/2008		<input type="checkbox"/>
Angelica Johnson	1-218-xxx-4115	12/15/2008		<input type="checkbox"/>
Angelica Langan	1-208-xxx-2101	12/07/2008		<input type="checkbox"/>
Angelica Lopez	1-229-xxx-1119	12/18/2008		<input type="checkbox"/>
Angelica McAlister	1-314-xxx-6107	12/23/2008		<input type="checkbox"/>
Angelica McAlister	1-701-xxx-1117	11/18/2008		<input type="checkbox"/>
Angelica McAlister	1-802-xxx-2108	12/07/2008		<input type="checkbox"/>
Angelica McDowell	1-227-xxx-8106	12/01/2008		<input type="checkbox"/>
Angelica McKnight	1-405-xxx-7108	11/22/2008		<input type="checkbox"/>
Angelica Mein	1-603-xxx-1101	12/18/2008		<input type="checkbox"/>

**Quick Add**

First Name

Last Name

Mobile Number

Add Person

**Please Note...**

If you are using the search field to look up a contact do not include any hypens (-) in the search string.

### Search Contacts

Search for one of your contacts here either by name or cell number and select using check box

### Contacts

- Contacts are listed in alphabetical order. Re-order your list by clicking on the header link: Name, Cell Phone, Signed Up or Unsub.
- Advance to further pages in your database by selecting Previous or Next
- Select the check box to add this records to your list to send your text message to

### Schedule Message

Select the time you wish to send your message. Time zone can be amended in: Account Profile > User Settings > Timezone

### Quick Add

Quickly add new contacts to your data records by completing the required fields

### Select a Contact

Click on the check box to select specific data records. You can choose as many individuals as you want in this method. In order to cancel and start again, select the Clear Selection option at the top of the column

## Bulk sending

Easy to manage Bulk text messaging. Send your text message to everyone in your database, or use the advanced options to select target groups of customers.

Send Message SMS Keywords Contacts Inbox

### You Are Ready To Send 1 text messages to 3,675 People

Total Texts Required 3,675  
Number Texts Available 100  
**Balance -3575**

Send At: 12:00 GMT  
  
Include everyone who has entered the account since this message was scheduled

Reduce the total number of messages being sent or purchase additional credits to continue

[Click here for advanced options](#)

**Gender:**  Women (447),  Men (617),  Unknown (2,611)

**Signup:**  www.MyCompany.com (1,064) ✓

**Keywords:**  77007 » SELECT2376 (972)  77007 » DEMO2376 (741) ✓  
 77007 » SAMPLE2376 (624)

**Birthdays:**  No DOB (2,611)  Feb 6th (41)  Mar 4th (45)  Mar 7th (39) ✓  
 Apr 1st (49)  Apr 16th (38)  Apr 27th (34)  May 10th (45)  
 Jun 4th (41)  Jun 9th (41)  Jun 24th (39)  Jun 26th (45)

**Split Test:** Select:   People »

**Limit:** Select most recent:  To  People »

**Subscribed** From:  To:  »

**Fav Drink:**  Bellini (137)  Cocobanana (128) ✓  
 Fruit Daiquiri (132)  Golden Margarita (158)  
 Longan Love (123)  Martini Cocktail (109)  
 Monsoon Blue (277)

**Fav Night:**  Friday (299)  Monday (56) ✓  
 Saturday (257)  Sunday (65)  
 Thursday (277)  Tuesday (52)  
 Wednesday (58)

[Click here to preview the messages](#)

### Available Credits

The number of text messages to be sent is illustrated here together with the number of text credits in your account.

This message in red will appear warning you that you have insufficient credits to send your text to your whole database. Either reduce the amount of recipients or purchase more credits in our shop

### Additional Data Fields

Default data fields available are **Gender, Signup, Keywords** and **Birthdays**.

Data can also be selected using segregation such as split testing, limiting to your most recent e.g. 100 sign ups or selecting those who joined your database within a certain time frame.

You can add new custom Data Fields to quantify your data in the Account Profile > Account Data Fields > Add New Field

### Message Preview

Here you can view your text message ready to be sent including any personalization you have selected earlier

### Schedule Message

Select the time you wish to send your message. Time zone can be amended in: Account Profile > User Settings > Timezone

### Advanced Options

If you want to send your message to a select group in your database such as males only, certain age ranges or those with specific sign up categories you can do this here.

- » **Gender** Create your message to target a specific gender
- » **Signup** Select your target group from various sign up methods such as web integration or via excel file import
- » **Keywords** Using the specific keyword used when gathering data, send targeted texts to these customers
- » **Birthdays** If you have collected customers' dates of birth select months or weeks to send personal birthday offers to your customers
- » **Split Test** With this option you can send a text to a random portion of your database e.g. Every 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> member and so on
- » **Limit** Choose a specific number of customers to send a message to
- » **Subscribed** Using dates, select a group who signed up within a specific period
- » **Additional Fields** Set up customized fields to match your business and create sign up groups to send even more targeted text messages