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# Welcome to a better way to engage your customers.

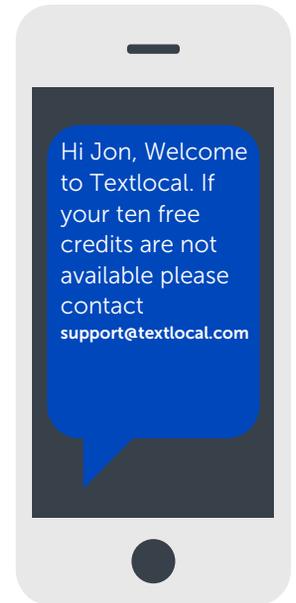
Once a mobile number has been verified, your Messenger account will be credited with ten free credits so you can get started straight away.

One standard text message can contain up to 160 characters. If you use more than 160 characters in your text, two or more text credits will be used, just like on your phone.

Before you send your messages, make sure you have enough text credits. If you need additional credits, these can be purchased online using a credit card, debit card or PayPal.

Looking for 1,000 credits or more? We can raise an invoice and payment can be made by bank transfer.

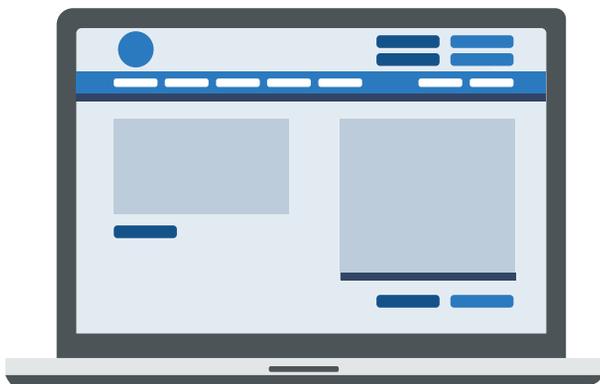
If you need more than 50,000 credits please contact us directly to discuss your campaign plans.



## Price promise

Textlocal continually review the SMS prices on offer to customers, to make sure you benefit from a competitive rate. We only partner with the leading global networks to send texts to UK mobiles, unlike some providers that use cheaper foreign networks. This way, we can guarantee you the best levels of service.

If you find a more competitive quote on a like-for-like service, please call us on 01244 752299 and we promise to at least match it or in most cases beat it.



We'll credit your account with ten free credits once you have verified your mobile number for testing

# Are you compliant?

Your customers are important to you – and to us. However you choose to compile your contact lists, it's essential that you stay compliant with current recommendations. Here's a summary of the key facts.

**Textlocal Tip**  
Make sure your mobile communications are compliant with best practices

The ICO (Information Commissioners Office) states that organisations may not send a text message if the recipient has not agreed to it (i.e. opted-in), unless the following apply:

- The sender has obtained your details through a sale or negotiations for a sale
- The messages are about similar products or services offered by the sender
- Your customers were given an opportunity to opt-in to receive text messages or a simple way to opt-out from all text messages.

For more information on staying compliant, to make the most of your text message communications, visit: [www.ico.gov.uk](http://www.ico.gov.uk)

## Messenger helps you stay compliant

Your customers are important to you – and to us. However you choose to compile your contact lists, it's essential that you stay compliant with current recommendations.

### Opt-outs

We recommend you include an opt-out path on every message sent. This gives the recipient a chance to easily remove themselves from your database, and from any future messages.

Include opt-out message



Optout:



## It's simple to manage opt-outs with Messenger

By ticking one box, Messenger will add an 'opt-out' path to every message free of charge, giving you peace of mind. This gives a simple way for the recipient to remove themselves from your database.

By texting your free opt-out keyword to the Short Code, e.g. 'text **KEYWORDSTOP** to **60777**', that particular mobile number is automatically removed from all of your contact groups and updated in your opt-out list. The number will stay on the opt-out list until the recipient chooses to opt back in.

## Messenger will not send a text to any number on your opt-out list

When you add new contacts into your Messenger account, Messenger will automatically strip out any numbers which have previously opted-out of your messages. You can also manually opt-out mobile numbers – perfect if your customers contact you directly with an opt-out request.

# Ready to get started?

You've opened your account, now you're ready to start building your contact lists.

Whether you are starting from scratch, or you already have your customers' mobile details, this guide covers everything you need to know about building your contact lists.

## Creating your contact lists

The text messages you send are only as good as the contact details you hold, so it's vital that you only use good quality, opted-in numbers. This means that you are only contacting those people who have agreed it's OK for you to do so, making your text campaigns worthwhile and delivering the results your business needs.

If you don't have a contact list, go to page 13 to learn how Messenger can help you build and grow your opt-in list. If you already have a customer contact list and want help on how to import them into your Messenger account, go to page 14.

## Build and grow your opt-in list

It's a well-known fact that a home-grown list always outperforms a bought in list. There are three ways to build a reliable, opted-in contact list using Messenger:

- [Collect contact numbers manually](#)
- [Collect contact numbers using text messages that include a Short Code and Keyword](#)
- [Buy data and import it](#)

## Buying data

There are many reputable companies that buy and sell contact lists; typically publications, list brokers and data warehouses. When buying from a third-party, the contact information should be opted-in. Depending on the size of your business there's always a chance the contact won't have heard of your brand which means that your text message could be viewed as a 'cold contact' by the recipient. In such cases, it's important to always include an opt-out clause on your text message, so the recipient has the option to remove themselves from your list if they wish.

It's your decision as to how you manage this, however we encourage our customers to purchase contact data from a reliable company, as you could risk damaging your own company's reputation and brand. Done well, third-party data can turn consumers into buyers and buyers into loyal customers.

# The pros and cons of third-party contact lists

Login to Messenger and click 'Send Text Message' at the top left of the main navigation bar. This brings up the screen where you can plan and create your messages.

## Pros of third-party contact lists



Let's you build a list instantly



You can purchase additional information such as business size or sector, a person's role or function within a company, the full postal address and contract details like expiry or renewal dates.



You can send targeted, personalised text messages.

## Cons of third-party contact lists



The recipient may never have heard of your company or brand, meaning your message could be seen as 'spam'.



Bought lists will always result in a higher number of opt-outs than a built list.



Depending on the accuracy and the recency of data collection, you may get very low delivery rates and even a high rate of invalid numbers – third-party lists have a tendency to expire at a rate of 25% a year (Royal Mail, 2016).



Buying data can be very costly.

## Collecting numbers manually

Whatever your business, there's a chance you already hold a wealth of customer information including mobile numbers for existing and lapsed customers, so these are ideal for adding to a contact group in Messenger.

Actively build your contact lists as your business grows. Ask for a mobile phone number at point of booking, purchasing at the till or leave a card for people to fill out while dining or in store. Simply ask if they would like to be opted-in to your text mailing list, then upload them to Messenger. For instructions on how to do this, go to page X.

You should also create a contact group containing staff contact numbers, for future updates and emergencies. Read on to find out how to grow your contact list further.

**“ Whatever your business, there's always an easy way to grow your contact lists ”**

# Collecting numbers with a Short Code and Keyword

A Short Code or short number is a five-digit phone number, significantly shorter than full mobile number, that can be used to capture information from your customers. Combining a Short Code and Keyword is a proven, effective way to generate an opted-in contact list.

Short Codes are often seen on posters, TV and radio ads, newspapers, vehicle signage, bus backs and many more places. It's much easier to remember a Short Code than a full mobile number or a web address. A Keyword can be anything you wish, as long as it's not being used by anyone else; make it unique to your business to generate maximum awareness and exposure.

“Text **GO** followed by your name to **62277** for a call back from one of our friendly Customer Services team”

Text  
“**SCHOOL**”  
to **60777** to  
find out the  
latest school  
news and  
information.



Education

Text  
“**CHECK**”  
to **60777** to  
book your  
free NHS  
health check  
today.



Medical

Text  
“**RENT**”  
to **60777**  
for instant  
property info,  
photos and  
more.



Estate Agents

Text  
“**BANK**”  
to **60777**  
to arrange a  
meeting with  
your bank  
manager.



Finance

Text  
“**MENU**”  
to **60777** and  
we will send  
you our latest  
menu and  
special offers.



Restaurants

Text  
“**GAMBLE**”  
to **60777**  
for instant  
football odds  
and match  
times.



Gambling

Text  
“**OFFER**”  
to **60777** and  
we will send  
you our latest  
products and  
special offers.



Retail

Text  
“**HELP**”  
to **60777** to  
sign up to our  
24 hour  
car recovery  
service.



Recovery

# How to collect numbers with a Short Code

To get as many mobile numbers as possible, you need a valuable and rewarding reason for people to text in. Ask yourself what are they going to get out of it? Below are just a few examples of how to encourage people to text in to your Short Code.



## Offers and promotions

Once people respond, they can be added to your contact list to receive on-going offers and promotions that generate repeat business.



## Brochure requests

Encourage people to text their email address to receive your brochure directly to their inbox.



## Confirmations and reminders

Send reminder messages prior to appointments and meetings, to reduce the number of missed appointments or late arrivals.



## Alerts and information

Assure customers that they will never miss an important announcement or update, as these will be sent directly to their mobile in real-time



## Discount codes

Everybody enjoys a discount, so what better reason for texting your Short Code than to receive special offers and promotions.



## Text to vote

Run a quick voting system to gather information, polls and opinions.



## Text to win competitions

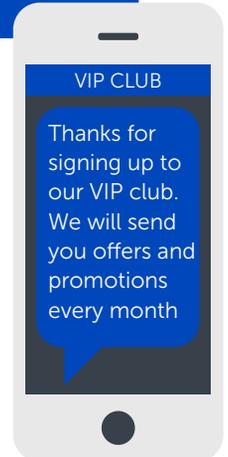
Ask people to text your Keyword followed by their answer for a chance to win a prize.



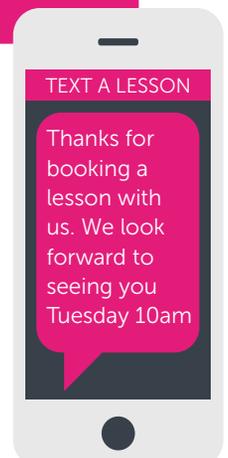
## Information requests

By asking people to text into your Short Code even once, they can be added to your contact list to receive further communications, which they can opt-out of at any time.

TEXT OFFER TO  
**60777** TO GET  
GREAT OFFERS  
EVERY MONTH



TEXT LESSON  
TO **60777** TO  
BOOK YOUR  
DRIVING LESSON

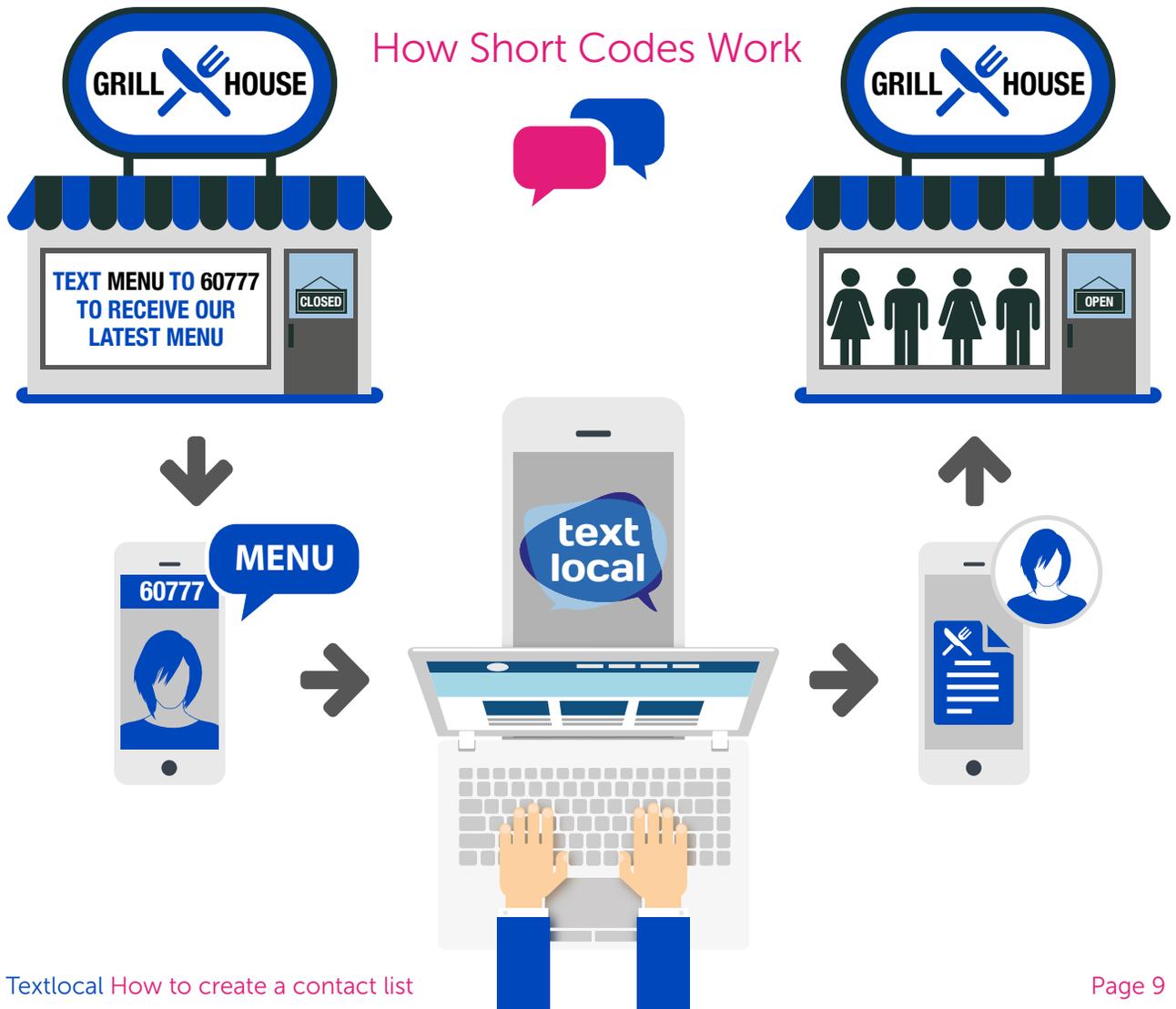


# How does a Short Code work?

When using a Short Code, first think about what you want your respondents to receive when they show interest in your business. Sometimes a simple 'thank you' text may be enough however, Messenger can do so much more than this.

- Send bespoke, automatic text responses complete with a short link to your website, links to attachments such as brochures and menus and mobile surveys and discount cards. Responses can also be scheduled for an elapsed time.
- Forward responses to up to 20 email addresses, so you can keep on top of all inbound messages. You can also reply to the messages via this email address so each lead can be quickly followed up.
- Forward all inbound messages to your live website.
- Forward all inbound messages to a mobile phone.
- Send an automated email to any email address contained within the text message. This email could include an attachment such as your latest brochure.

The new contacts will be automatically added to your Messenger contact lists.



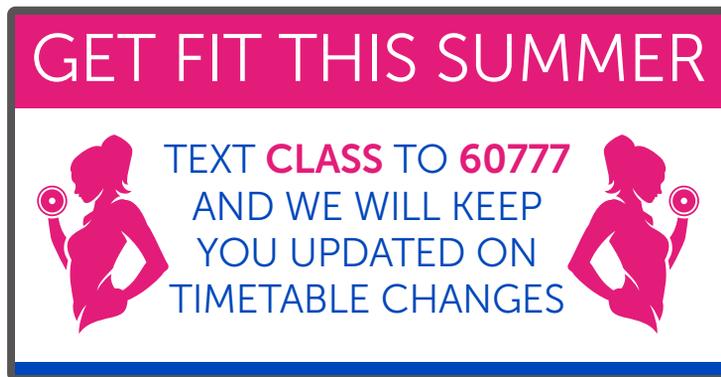
# How our customers use Short Codes

## 'So simple, yet effective'

“ When I signed up, I got a free Keyword. I published this Keyword in my shop, and was able to build a list of 150 contacts. I sent a message to them, costing around £4, and generated £600 in revenue - so it's the best thing I have ever done. But it gets better! I built my own mobile landing page for free and included a link to it in the text message I sent, so I can send the pubs 'Specials Board' out each week to my customers. It's awesome. ”

## 'Just brilliant!'

“ I use Textlocal for a text voting service for 'Man of the Match' on behalf of a local ice hockey team. We built a mobile web app to interact with Textlocal's API. Spectators were able to text a keyword followed by their voting choices to the short code 60777. Textlocal's API then sends that message to a script on our server which extracts the data in the SMS and updates our database. The 'Man of the Match' co-ordinator can watch the vote unfold in real-time on their smartphone. ”



## Short Code Examples



# How to set up your Short Code

## Step 1

Log into your Messenger account and click on the 'Receive' and 'Create Inbox' tab along the top navigation bar.

The screenshot shows the Textlocal Messenger 3.0 dashboard. At the top, there are buttons for '95 Text Credits Buy Support' and '1 MMS Credits Buy Logout'. The navigation bar includes 'Dashboard', 'Send', 'Receive', 'Contacts', 'Mobile Pages', 'Ticketing', 'Surveys', 'Reports', 'Settings', 'Help', and 'Wizard'. The 'Receive' menu is open, showing 'View Inboxes' and 'Create Inbox'. Below the navigation, there are several promotional banners and a '30 day total stats' section. The stats section includes input fields for 'Sent' (6), 'Received' (0), 'Page Hits' (17), and 'Link Hits' (34). A line graph shows 'Sent' (yellow) and 'Received' (blue) messages over a 30-day period from 24 Jan to 23 Feb.

## Step 2

This brings up a menu showing the two different types of inbound number you can buy – SMS inbox or MMS inbox. Simply click on the type of inbound number you want.

The screenshot shows the Textlocal Messenger 3.0 dashboard with the 'Create a new Inbox' menu open. The menu has two options: 'SMS Inbox' and 'MMS Inbox'. The 'SMS Inbox' option has a 'Text Message' button and a 'See SMS Inbox Options' button. The 'MMS Inbox' option has a 'Multimedia Message' button and a 'See MMS Inbox Options' button. The dashboard header and navigation bar are the same as in the previous screenshot.

## Step 3

Next, select the appropriate option for sending your message. Make your selection and click 'buy now'. Here you can select the country you want to operate in, and check the availability of the Keyword.

The screenshot shows the Textlocal Messenger 3.0 dashboard. At the top, there are links for '95 Text Credits Buy Support' and '1 MMS Credits Buy Logout'. The navigation bar includes 'Dashboard', 'Send', 'Receive', 'Contacts', 'Mobile Pages', 'Ticketing', 'Surveys', 'Reports', 'Settings', 'Help', and 'Wizard'. Below the navigation bar, there is a 'Create a new Inbox' link. The main content area is divided into two sections: 'SMS Inbox' and 'MMS Inbox'. The 'SMS Inbox' section is active, showing three options: 'Long Number Keyword', 'Dedicated Number', and 'Short Code Keyword'. Each option has a 'Buy' button and a small image of a smartphone displaying a text message. The 'Long Number Keyword' option includes a detailed description: 'You get to choose your keyword on a 447XXX XXXXXX so people send their text to a normal looking text number. As such, if the sender has free text bundles then this text will be FREE for them. It is FREE for you to receive texts to your Messenger account.'

## Step 4

If the Keyword is available, you'll be taken to the payment screen to secure the service for the length of time you require. Follow the payment instructions on screen, using a credit/debit card or PayPal. You will receive confirmation of the payment and a receipt will be sent to you. Your inbox will be available on receipt of payment.

The screenshot shows the Textlocal Messenger 3.0 dashboard. At the top, there are links for '95 Text Credits Buy Support' and '1 MMS Credits Buy Logout'. The navigation bar includes 'Dashboard', 'Send', 'Receive', 'Contacts', 'Mobile Pages', 'Ticketing', 'Surveys', 'Reports', 'Settings', 'Help', and 'Wizard'. Below the navigation bar, there is a 'Add New Keyword on a Short Code' link. The main content area shows a form for entering a keyword and a table of available keywords for different countries. The form includes a 'Keyword' field with 'FITNESS' entered and a 'Check Availability' button. The table lists the following keywords and their availability:

Country	Short Code	Keyword	Availability
Spain	215566	FITNESS	<input type="radio"/> Available
United Kingdom	60777	FITNESS	<a href="#">Contact Us</a>
United Kingdom	66777	FITNESS	<input type="radio"/> Available
Ireland	51777	FITNESS	<input type="radio"/> Available

Below the table, there are buttons for 'Back to Inboxes' and 'Order Inbox'. At the bottom, there is a note: 'We have keywords available on short codes in the following additional countries, but we ask that you [contact us](#) for more information on these.' The countries listed are Austria, Australia, Belgium, Switzerland, Czech Republic, Germany, Denmark, Finland, and Greece.

You can have an unlimited number of Keywords running on your Messenger account at any time.

# Making your Short Code do what you need it to

Once you've purchased your Short Code and Keyword, it will appear as a new inbox under the 'Receive' tab. To set-up the details for your Keyword, click 'Settings'. Here you can set-up:

- Auto responses (with scheduling option)
- Email addresses to forward inbound messages
- Email responses with attachments
- The sender mobile number to a group
- The forward messages to a URL
- The forward messages to a mobile phone
- The forward to a group function.

The screenshot shows the 'text local Messenger 3.0' interface. At the top right, there are buttons for 'Buy' and 'Support' for 87 Text Credits, and 'Buy' and 'Logout' for 1 MMS Credits. The navigation bar includes 'Dashboard', 'Send', 'Receive', 'Contacts', 'Mobile Pages', 'Ticketing', 'Surveys', 'Reports', 'Settings', 'Help', and 'Wizard'. The main content area is titled 'Inboxes - Inbox settings' and is split into two columns. The left column, 'Inbox Settings', has an 'Inbox Name' field, 'Response Functions' (with a checked option for 'Send an autoreponse to each incoming message'), and 'Response Functions' (with fields for 'Sender Name', 'Message', and 'From name/address/subject'). The right column, 'Forwarding Functions', has several sections: 'Add sender to a group list' (with a 'Group' dropdown), 'Forward incoming messages to an email address' (with an 'Email addresses' list), and other forwarding options like 'Forward incoming messages to a URL', 'Forward incoming messages to a mobile phone', and 'Forward a text message from a number to a group'. At the bottom of the right column are 'Back to Inbox' and 'Save Settings' buttons.

When using 'Add sender to group,' Messenger will check for any duplicate numbers in that group. Now all you have to do is advertise your Short Code and Keyword, and watch your contact list grow.

**Textlocal Tip**  
Once you've adjusted all your settings, always send a test message to see what your customers will experience, and to ensure everything is working correctly.

# If you already have mobile numbers...

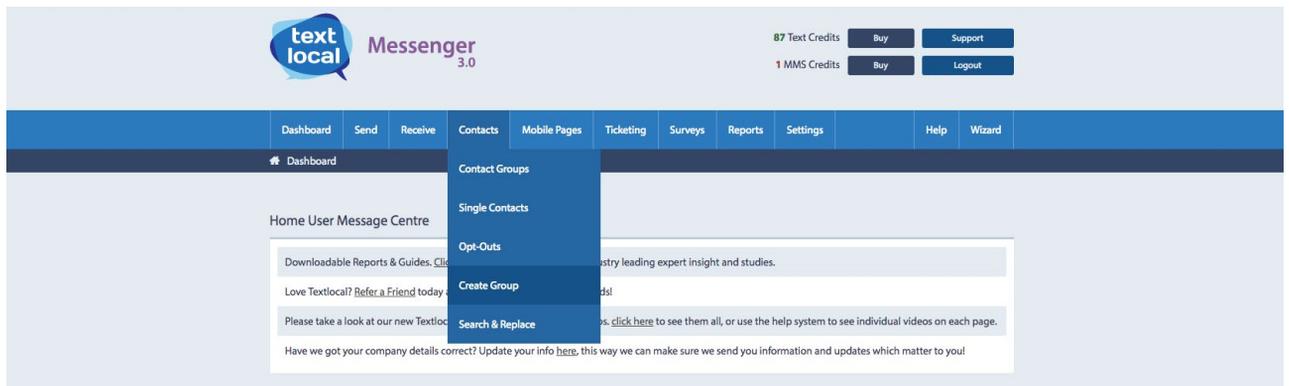
The mobile numbers you already hold for your customers and contacts will get your text messaging campaigns off to a flying start. It's simply a case of making these numbers available in Messenger.

## How to transfer your contact numbers to Messenger

There are a number of different ways to transfer your contact numbers to the contact manager in your Messenger account; depending on how many numbers you have.

### Step 1

Start by creating your group. Select 'Contacts' from the navigation bar and click 'create group.'



### Step 2

Give your group a name (this can be changed at any time).

### Step 3

You will see confirmation of your new group and will need to select the method you want to use to input your contacts. Click the 'add/paste/upload' button then follow the steps on screen. Messenger will confirm when the upload has been completed.

You can also include customised information when uploading your data. These allow you to send more targeted messages. Examples of custom fields might be; first name, address, reference number or location. Include this information in the Microsoft Excel file you upload, setting up headers to reflect the information held. This means that when you are creating your text message, you can easily drop these custom fields into the message to create a more personalised communication.

## Segmentation

Depending on the additional information you hold for your contacts, you can create contact groups to send targeted messages. Think about what you know about your contacts and what is likely to motivate them to respond – their location, gender, age or previous purchase history are a good starting point.

# Data cleansing

Messenger has several inbuilt tools to help you cleanse data quickly and accurately.

- Messenger will automatically remove duplicate numbers in a group, so you don't send the same message twice. This also saves your text credits
- You don't need to worry about the format of the number as it appears in Excel. Messenger will automatically add the country code (UK is +44). If some of your numbers already have the country code included, Messenger will not add this a second time
- If there's a space between the first four digits and the rest of the number, Messenger will upload the number in the correct format
- Messenger will remove any speech marks that may be included with the phone numbers

Data cleansing continues after the send, and messages are flagged with one of the following status:

## Delivered

Your message has been successfully delivered to the recipients mobile.

## Undelivered

On this occasion, your message hasn't been received. There are a number of reasons why this could happen:

- The handset has been without signal for 48 hours
- The handset is outside of the UK and not using roaming data or isn't switched on
- The recipient's message inbox is full and unable to receive any more messages until some are deleted

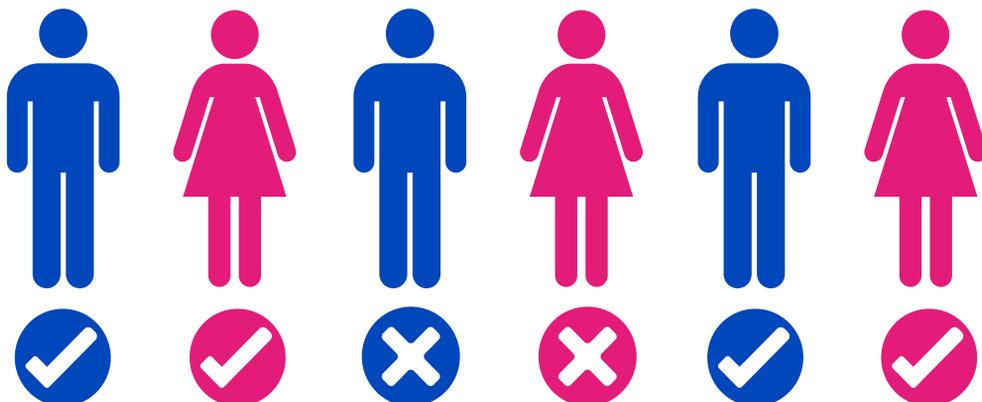
We recommend you attempt to send an undelivered message up to three times. If after the third attempt you still haven't been able to deliver the message, remove them from your contact list.

## Invalid

The number is no longer in use. We strongly recommend you remove these from your contact list straight away. Invalid numbers are stored in your 'advanced reports' section where you can easily delete them from your contacts.

## Unknown

The network provider hasn't notified us whether the message has been delivered or not.



# Managing your opt-out's

We strongly advise including an opt-out message on all outbound texts, e.g. 'text TLSTOP to 60777'. Messenger has inbuilt functionality which automatically removes any mobile numbers which have opted-out from your contact list, so you don't have to do anything. This gives peace of mind, knowing that you can't send a message to someone who has opted-out.

By ticking one box, Messenger will add an 'opt-out' path to your messages. This gives a simple instruction to the recipient on what to do if they would like to remove themselves from your contact list, so they no longer receive any messages from you. The number will stay on the opt-out list until the owner chooses to opt back in.

Include opt-out message

Optout: ▼

Messenger will cleanse the contacts you upload, stripping out any numbers which have previously opted-out of your messages. You can also manually add opt-out contact numbers to the list – perfect if a customer contacts you directly with an opt-out request.

## Your data is safe with Textlocal

We understand how important your contact data is to you and to your business. At Textlocal, we comply in the way we handle all consumer data. We will not pass on any of your data to any third parties, keeping it confidentially, secure and in compliance with the Data Protection Act 1998.

For further information, please view our [SLA](#) and [Privacy Policy](#)



## Need more help?

If you need any further help or guidance using Messenger please call our dedicated support team on **01244 752299** or visit our website [www.textlocal.com](http://www.textlocal.com) for more help and support.



**TEXT US**  
Text **GO** to **62277**



**CALL US**  
01244 752299



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[sales@textlocal.com](mailto:sales@textlocal.com)



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