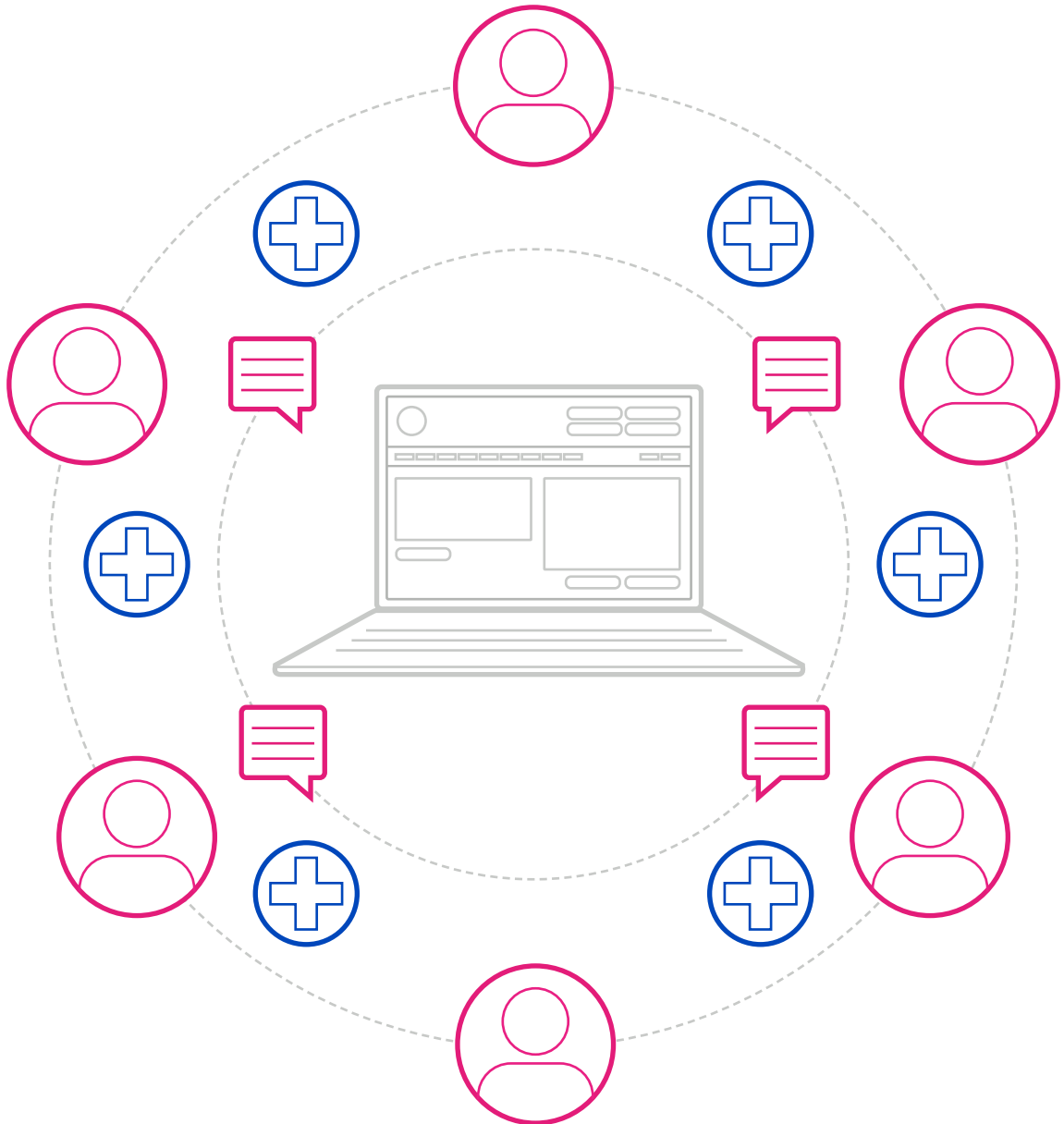


How to Guide

How to create and grow your database



Contents

An introduction to creating your database	3
What are the legals?	3
Staying legally compliant	3-4
Creating your contact lists	4
Build and grow your opt-in list	4
Buying data	4
The pros and cons of third-party contact lists	5
Collecting numbers with a Short Code and Long Code	6
How to collect numbers with a Short Code	7
How do Short Codes and Long Codes work?	8
myDND Manager	9-10
How to set up your Short Code	11-12
Making your Inbox work the way you want	13
If you already have a database	14
Data cleansing	15
Managing your opt-outs	16

An introduction to creating your database

The SMS messages you send are only as good as your data, making it vital to use good quality, **opted-in** numbers. When you contact opted-in customers, it means that you are only reaching out to those people who have agreed for you to do so, thus making your SMS campaigns worthwhile and delivering the results your business needs.

Whether you are starting from scratch or already have a collection of numbers for your text campaign, this guide will take you through the next steps you need to get your campaigns running. We do not provide data, however we offer several ways in which you can build a database e.g., Textlocal myDND Manager allows you to easily create your own opt-in customer database at no extra cost.

If you do not have a database, go to page 4 to learn how we can help you grow your opt-in list.

If you already have a collection of numbers and would like help on how to import them into Messenger then please go to page 14.

What are the legals?

Staying legally compliant

DND is 'Do Not Disturb' registry governed by TRAI (Telecom Regulatory Authority of India). Telecom subscribers who wish to not receive any promotional messages can register to DND. The registration will be effective within 7 days of placing the request with the service provider.

Textlocal Tip

Textlocal will scrub the DND numbers and make sure you are legally compliant with all your Promotional campaigns

SMS can be divided up into two categories: Promotional SMS and Transactional SMS. Promotional SMS is defined as a message containing promotional material or advertisement of a product or service. Transactional SMS contains an update, alert or information about your product/service and is solicited by customers (e.g. an SMS update from your bank immediately after a transaction on your credit card). According to the TRAI regulations:

Users can sign up for a full DND (in which you don't get any promotional SMS), or a partial DND, where you can opt-in to receive promotional SMS in certain categories. There are 7 such categories: 1: Banking/Insurance/Finance, 2: Real Estate, 3: Education, 4: Health, 5: Consumer Goods, Automobiles, 6: Communications/Broadcasting/Entertainment/IT, 7: Tourism & Leisure

Any user signing up for partial DND with any of the categories mentioned will only receive promotional messages which belong to the category.

For DND users, transactional SMS can be sent by banks, financial institutions, insurance and credit card companies, railways or airline companies, educational institutions, e-commerce agencies and other companies with opt-in customers.

Promotional SMS will have a random 6 digit numeric sender ID and the messages can be sent only from 9am – 9pm. Transactional SMS can have a six character alphabet sender ID of your choice and the messages can be sent any time of the day. As per the direction from TRAI, customers who wish to send stock market and trading alerts are required to register with SEBI/IRDA/AMFI/NCDEX/MCX. The respective registration document should be provided to us after you signup with Text Local. Please find the mandate from TRAI.

[http://www.nccptrai.gov.in/nccpreistry/Direction_transactional_SMS_25.10.2011\[1\].pdf](http://www.nccptrai.gov.in/nccpreistry/Direction_transactional_SMS_25.10.2011[1].pdf)

For more information on staying compliant, visit:

http://www.traigov.in/content/VerReg/138_0_0.aspx

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 SMS campaigns worthwhile and delivering the results your business needs.

If you already have a customer contact list and want help on how to import them into your Textlocal 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/Long Code with a Keyword
- Buy data and import it

Buying data

There are many companies who buy and sell data, typically Media Agencies, Data Brokers and Data Houses. When buying from a reliable company, this data will have come from third party companies who have been authorized by the owner of the number to send text messages from third parties. While the numbers are opted in and legally compliant, depending on the size of your company there is still the chance they will not have heard of your company, therefore meaning your text message could be viewed as a 'cold contact.' We leave this decision up to you; however we urge you to make sure you buy from a reliable company, as using questionable data could risk damaging your company's reputation. It is vital to always include an opt-out on these messages so the recipient has the option to remove themselves from your contact list should they wish to. To find out more about opt-outs please go to page 16.

The pros and cons of third-party contact lists

Login to Textlocal and click **'Send Text Messages'** 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.



Buying data can be very costly.

Collecting numbers manually

Whatever industry you specialise in, there is a good chance you are already sitting on a wealth of phone numbers. You may already hold mobile phone numbers for existing and lapsed customers, clients, previous orders, and enquiries. These numbers are perfect for adding to your Contact Group. Always be conscious of building your text database as your business grows. When new orders, bookings, and enquiries occur, make sure you collect their number and add it to your Textlocal contact group.

Ask your customers if they would like to be added to your SMS mailing list. Depending on your business sector, there are really effective ways to collect these numbers. Ask for mobile phone numbers upon bookings, purchases at the till, leave cards for people to fill out while dining or in store. Simply ask if they would like to be added to your SMS mailing list – after all they are already happy customers of yours. These numbers can be uploaded to Textlocal.

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 Long Code

Textlocal is a great believer in the SMS Short Codes and Long Codes. These simple numbers and keywords have proven to be very effective at generating an opt-in database. Short Codes and Long Codes are often found on posters, TV and radio ads, newspapers, vehicle signage, bus backs and many more places.

They provide a simple avenue for people to send a simple text message containing as little as one keyword.

It's easier to remember a Short Code or a Long Code (same length as a mobile number) than a website address. The keyword can be anything you wish as long as it's not in use by anyone else. Make this as unique to your business as possible to generate maximum awareness and exposure.

“ Text **CALLME** followed by your name to **9220592205** for a call back from one of our friendly Customer Services team ”

Text
“**SCHOOL**”
to **56263** to
find out the
latest school
news and
information.



Education

Text
“**CHECK**”
to **9220592205**
to book your
free health
check today.



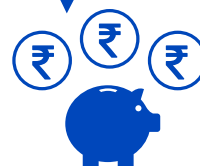
Medical

Text
“**RENT**”
to **56263**
for instant
property info,
photos and
more.



Real Estate Agents

Text
“**BANK**”
to **9220592205**
to arrange a
meeting with
your bank
manager.



Finance

Text
“**MENU**”
to **9220592205**
and we will
send you our
latest menu and
special offers.



Restaurants

Text
“**Book**”
to **56263**
& reserve slots
for test drives
or servicing.



Gambling

Text
“**SUBSCRIBE**”
to **9220592205**
and we will send
you our latest
products and
special offers.



Retail

Text
“**HELP**”
to **56263**
if you have any
questions about
your order.



E-Commerce

How to collect numbers with a Short Code

To gather as many phone numbers as possible, you need to have a worthy and rewarding reason for people to text in. You have to ask yourself, what are they going to get out of it? Here are a few examples of how to encourage people to text into your short codes and long codes:



Offers and promotions

Once people text your keyword to your short code or a long code they can be added to your list to receive on-going offers and promotions to encourage repeat business.

TEXT OPTIN TO
56263 TO GET
GREAT OFFERS
EVERY MONTH



Brochure requests

Encourage people to text your keyword followed by their email address to a short code or a long code to receive your brochure directly to their email.



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 in than to receive special offers and promotions

FOR NEAREST SALON
LOCATION, SMS
PINCODE TO
92205 92205



Text to vote

Run an easy to use text-to-vote system for your contests, gather information, polls, and opinions.



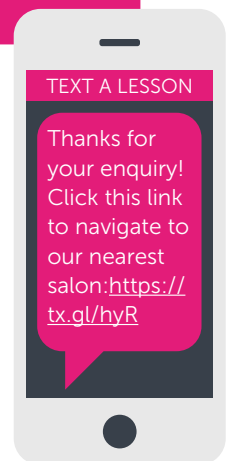
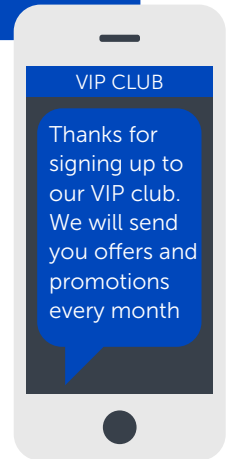
Text to win competitions

Ask people to text your keyword followed by their answer to a short code or a long code for a chance to win a prize.



Information requests

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



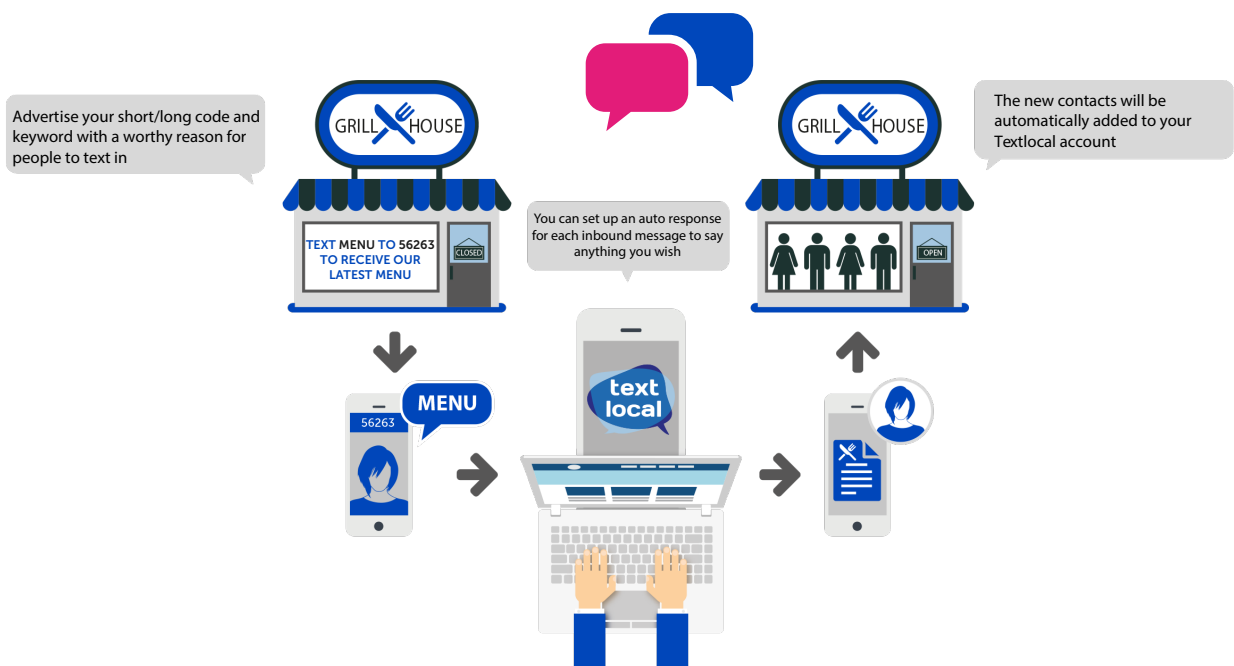
How do Short Codes and Long Codes work?

Using a Short code/Long code with keywords is very simple

Think about what you want to send back to the people who show interest in your company. Sometimes, depending on what your call to action is, a simple thank you text may be enough. However, Textlocal is built to be able to do much more than this. You can:

- Send bespoke automatic text responses, complete with short links to websites. These can also be scheduled for a certain time after the person has texted in.
- Forward all inbound messages to up to 20 email addresses. This allows you to stay updated with all inbound messages, which you can also reply to via email. These can also be forwarded to your sales call centre so each lead can be followed up accurately and on time.
- Send an automated email to any email address contained within the text message, complete with attachments. This is perfect for sending brochures.
- Forward all inbound messages to a URL for live feed to a website
- Forward all inbound messages to a mobile phone

How Short/Long code Work



myDND Manager

Bypass the DND registry and reach out to all your opt-in customers

Our myDND Manager builds and updates your opt-in customer list based on explicit customer requests. Customers can subscribe or unsubscribe anytime by just sending a simple SMS to your inbox. Whether you are a restaurant sending promotional offers or a stock broker sending stock alerts, myDND manager helps you reach out to the right audience, overcome DND restrictions and maximize your delivery rates. In this solution, promotional messages can be sent to all myDND database, even if they are registered in DND.

How to setup myDND Manager

Step 1: Activate myDND

Activate myDND manager after you sign in with Textlocal account credentials. Here are 3 great ways to get started:

Shared long code: Activate your FREE myDND Manager service on our shared long code by choosing a keyword available with us. You only pay for the messages sent out.

Premium short code: Short codes are easy to remember and offer a great way for your customers to easily opt-in. Messaging to a short code incurs a small fee (around Rs. 2-3) for your customers.

Dedicated Longcode: Long numbers offer a cost effective way to opt-in for your customers without incurring the small fee that's associated with short codes.

Textlocal Tip
myDND manager is FREE to setup and use when you sign-up for a Textlocal account!

Step 2: Choose a sender name

Your sender name is the 'from' name that your message appears on the recipients phone. This can be anything you wish up to 6 characters.

Step 3: Build your subscription list

A subscription list is a database of customers interested in hearing directly from you. By explicitly opting-in to your messages, these customers will receive all your messages – promotional and transactional - irrespective of their DND preference. myDND manager updates the subscription list for you based on inbound START/STOP requests from your customers.

Allow your interested customers subscribe to your SMS service by sending **KEYWORD START 9293292932**.

At any point of time, the customer can unsubscribe to your SMS service by sending **KEYWORD STOP to 9293292932**.

On the other hand, you can also allow your customer to opt-in by just scanning the QR code and hitting the send button. You can view the QR code in view inboxes page.

Further,

- Subscription list can be split into multiple groups based on number of contacts or even customer data such as age or location
- Merge with current contact groups to populate custom fields and remove duplicates
- Dynamically add opt-in customers to a different contact group based on custom field data
- Directly remove any customer from the opt-in list.
- Get notified - Forward every new subscription to your email, mobile number or even to your entire team.
- My DND manager sends timely automated reminders to opted-in users to re-subscribe and removes any users who have not renewed their preference for 180 days

Textlocal Tip

myDND Manager is Compliant with TRAI's "The Telecom Commercial Communications Customer Preference Regulations, 2010"

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 dashboard with a top navigation bar containing: Dashboard, Send, Receive, Contacts, Mobile Pages, Ticketing, Surveys, Reports, Settings, Help, and Wizard. Below this is a sub-navigation bar with: Dashboard, View Inboxes, and Create Inbox. The main content area is titled 'IMI Message Centre' and contains several promotional messages and statistics. The statistics section shows '30 day total stats' with input fields for Sent (425904), Received (1), Page Hits (0), and Link Hits (1608). A line graph shows '30 day total stats' with a yellow line for 'Sent' and a blue line for 'Received'.

Step 2

Next, select the appropriate option for sending your message. Make your selection and click 'buy now' to proceed.

The screenshot displays four options for purchasing a Short Code, each with a 'Buy' button and a description:

- Long Number Keyword:** You get to choose your keyword on a 9220592205 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.
- Dedicated Number:** With this option you own the Long Number, so you receive all texts sent to this number and no keyword is required. Within Messenger you can then set up as many Keywords as you like, all having a different usage so you can run multiple campaigns through one number.
- Short Code Keyword:** With this option you can choose your very own keyword on any of our shortcodes. With a small text number this is a great choice for advertising and promotions.
- Dedicated Short Code:** Here you get your own Short Code number so you receive all texts sent to this Short Code, regardless of what the first word of the message is. You can set up as many keywords as you like on this dedicated number which will all have their own inbox.

Step 3

If you select long/short code keywords, you will be prompted to enter the keyword you wish to use and we will check the keyword's availability for you. Once we have confirmed that this is available, we will ask you to select which short code/long code you would like to use. Then 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 and make the payment. You will receive confirmation of the payment and a receipt will be sent to you.

Once you have purchased your short code/long code and keyword, it will appear as a new inbox under your 'Receive' tab. To set up the finer details of your keyword, click 'Settings' under your new inbox. It will bring up the screen where you can set up automated responses, forwarding options and much more – see page 13 for more information on this.

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

How much does it cost?

Pricing	1 month (INR)	3 month (INR)	1 year (INR)
Dedicated Services			
7-digit short code	20,000	40,000	1,00,000
8-digit short code	10,000	20,000	50,000
9-digit short code	7,000	15,000	30,000
Long code	5,000	13,500	40,000
Shared Services			
Keyword on 7-digit short code	500	1,350	5,000
Keyword on 8-digit short code	350	950	3,500
Keyword on 9-digit short code	200	550	2,000
Keyword on long code	500	1,350	5,000

“ Response rates for mobile are 5 times higher than other Email ”

- Oracle Marketing Cloud - MME Guide, 2015

Making your Inbox work the way you want

Once your Short Code/Long code and keyword is live it will show up as a new inbox. To customise your Short/Long Code, click 'Settings' and the screen below will appear. Here you can set up:

- Auto responses (with scheduling option)
- Set email addresses to forward inbound messages to
- Set email responses with attachments
- Add the sender mobile number to a group
- Forward messages to a URL
- Forward messages to a mobile phone
- Forward to a group

The screenshot displays two side-by-side configuration panels. The left panel, titled 'Inbox Settings', includes an 'Inbox Name' field, a 'Response Functions' section with three sub-sections: 'Send an autoreponse to each incoming message' (with a 'Sender Name' dropdown set to 'TXTLCL' and a 'Message' text area), 'Send scheduled auto-responses' (with a 'New Scheduled Autoresponder +' button), and 'Send email to email address contained within message' (with fields for 'From name', 'From address', 'Subject', and 'Message'). The right panel, titled 'Forwarding Functions', includes a 'Add sender to a group list' section (with a 'Group' dropdown set to '-- Add Group --', and fields for 'Add message to a custom field?' and 'Add email address to a custom field?'), a 'Forward incoming messages to an email address' section (with an 'Email addresses' list containing 'saivamsi.b@imimobile.com', a 'We only allow up to 20 email addresses.' warning, and checkboxes for 'Include previous conversations in email' and 'Disable forwarding message to email sender'), and three disabled sections: '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 panel are 'Back to Inbox' and 'Save Settings' buttons.

Please note: When using 'add sender to group', Textlocal will make sure that you don't duplicate any numbers you already have in that group.

Now all you have to do is advertise your short code / long code and keyword and watch your database 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 a database...

The bank of numbers which you already have will get your SMS marketing off to a flying start. It's simply a case of uploading these numbers to your Textlocal account.

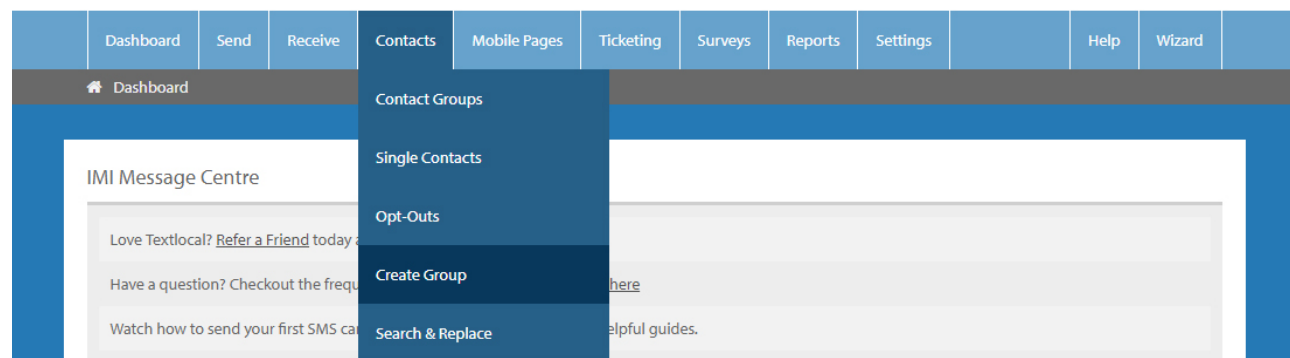
Don't forget, you don't need to stop here, there is always room for you to grow this list. Take a look at our section headed 'If you have no numbers' on page 5 to discover other ways to effectively expand this list.

How to transfer your numbers to Textlocal

There are various ways you can input your numbers to your Contact Manager. Which one you choose will most likely depend on how many numbers you have. You can add one number at a time, paste a list in or upload from Excel. To begin creating your group, select 'Contacts' from the navigation bar as shown below and then click 'Create Group.'

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. You'll get a confirmation 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, ID, or location. Include this information on the spreadsheet you upload and set the headers to correlate with the type of information held in them. This means that later on when you are creating your SMS message, you can easily drop these custom fields into the message and the final result will contain the correct information.

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

Textlocal has several built-in tools to help you cleanse your data quickly and accurately.

- Textlocal will automatically remove any duplicated numbers in a group. This makes sure that you do not send one person the same message twice while also saving your credits
- You do not need to worry about the format of the number as it appears in your database. Textlocal will automatically enter the country code (India is +91). If some of your numbers already show the country code this is fine.
- If there is a space between the first four digits and the rest of your number don't worry as Textlocal will upload the number in the correct format
- Textlocal will also remove any speech marks that may be included in your phone numbers

Data cleansing continues after the send and will flag each message as one of the following:

Delivered

This means your message has been successfully delivered to the recipient's phone

Undelivered

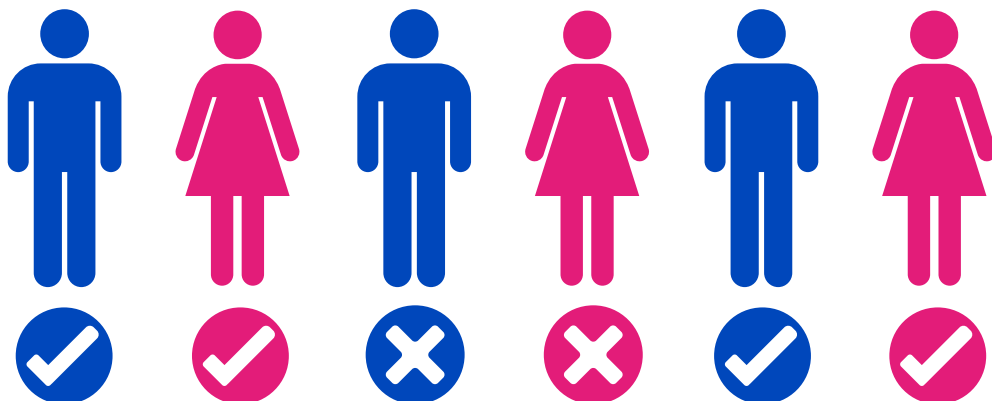
On this occasion, your message has not been received even after a significant amount of time. This could be because the handset has been without signal or it isn't switched on. It could also be a case of the recipient's message inbox being full and unable to receive any more SMS until some are deleted. We advise you use a 'three strikes and you're out' rule for undelivered messages. If you haven't been able to get the message through on a third attempt it is wise to remove them from your list.

Invalid and Cancelled:

The number is no longer in use and you will not be able to send a message. The reasons could be Absent Subscriber, Memory Capacity Exceeded, Mobile Equipment Error, Network Error, Barring, NDNC Failed. We strongly advise you remove these from your database straight away.

Pending and Submit:

Here the messages are pending at operator end due to the destination mobile being out of coverage area, inbox being full, or the handset switched off.



Managing your opt-outs

We strongly advise including an opt-out message on all outbound texts, e.g. 'text TLSTOP to 56263'. Textlocal 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, Textlocal 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:

Textlocal 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 confidential and secure.

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



Need more help?

If you need any further help or guidance using Messenger please call our dedicated support team on +91 40 30858602 or visit our website www.textlocal.in for more help and support.



www.textlocal.in



TEXT US

TEXTLOCAL to 92205 92205



CALL US

+91 40 30858602



EMAIL US

sales@textlocal.in

Follow us:

