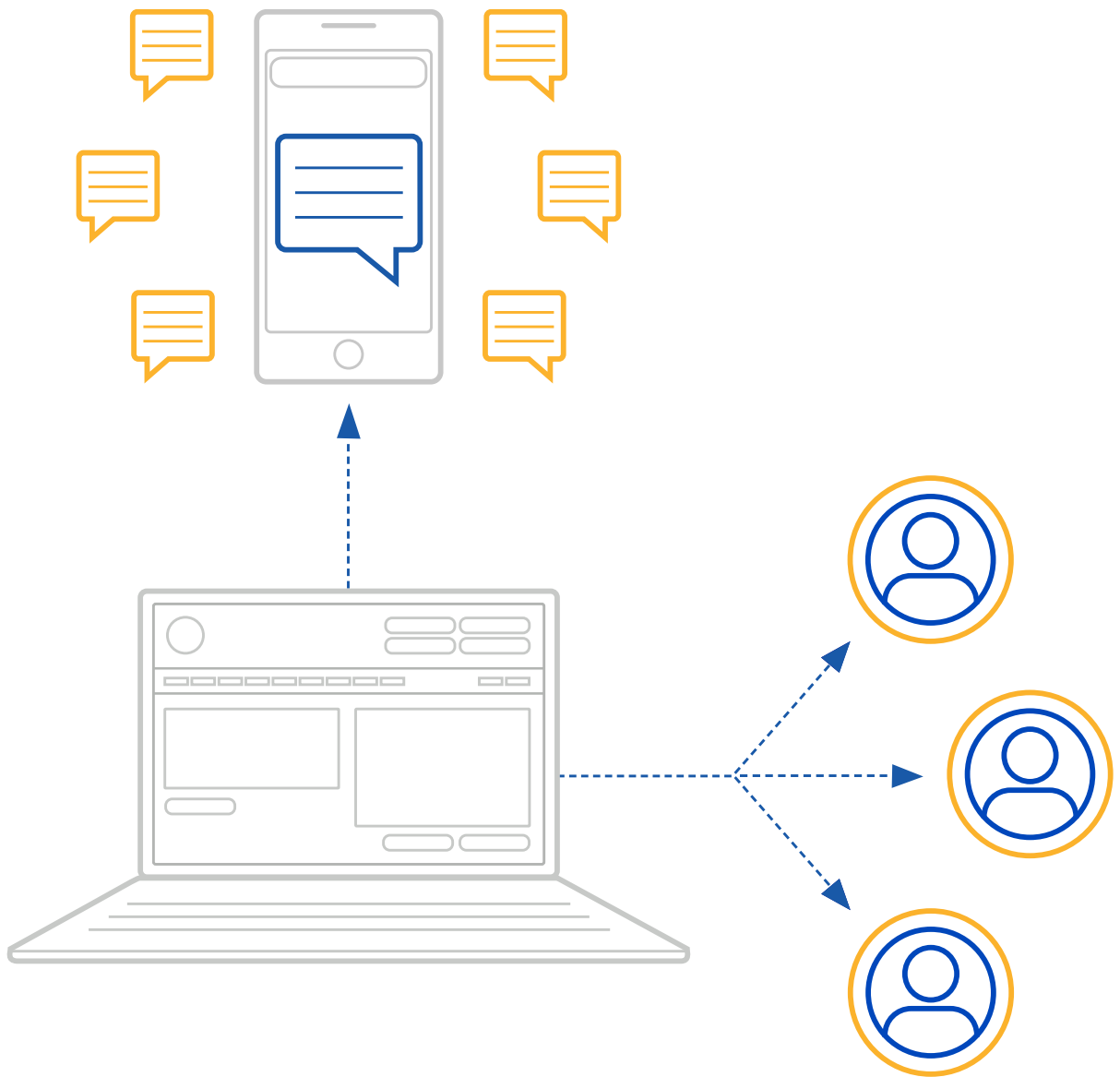


How to Guide

How to send SMS using Textlocal



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Getting Started

When you open your Textlocal account you will automatically have 10 free SMS credits to try out the platform. This way, you don't have to spend a penny before you understand how simple the platform is.

Before you send your messages you need to make sure you have enough SMS credits. One credit is worth 160 characters (one standard text message). If you use more than 160 characters in your text, two or more SMS credits will be used.

Credits can be purchased online with a credit card, debit card, net banking or mobile wallets. Please refer below pricing for different bundles. If you need more than 10,00,000 credits please [contact us](#) for a quote.

Message Bundle	Per Bundle Cost	Per Message
10	FREE	FREE
1,000	₹ 280	28.0 Paisa
2,000	₹ 560	28.0 Paisa
5,000	₹ 1,400	28.0 Paisa
10,000	₹ 2,500	25.0 Paisa
25,000	₹ 5,750	23.0 Paisa
50,000	₹ 10,000	20.0 Paisa
100,000	₹ 17,500	17.5 Paisa
250,000	₹ 41,250	16.5 Paisa
5,00,000	₹ 77,500	15.5 Paisa
10,00,000	₹ 1,45,000	14.5 Paisa

* For larger bundles, please contact our sales team.
* Note that all the prices mentioned are exclusive of tax.

Price promise

We continually review our SMS prices to ensure that you benefit from the most competitive prices in the market. We only use leading operator networks to send SMS, unlike many companies that use inferior networks with unreliable delivery rates – that way we are able to guarantee you the level of service that we do.

However, if you do get quoted a lower price elsewhere, then please call the Textlocal Customer Care Team on +91 40 30858602 and we'll endeavour to at least match it or in most cases beat it.



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.

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).

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



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 sign up with Text Local.

Please find the mandate from TRAI.

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

For more information on staying compliant, visit:

http://www.trai.gov.in/content/VerReg/138_0_0.aspx

How Textlocal keeps you compliant

Opt-outs

We recommend you include an opt-out path for all messages you send. This gives the recipients the chance to easily remove themselves from your database and any future messages from you.

It's simple to stay legally compliant with Messenger...

By ticking one box, Textlocal will add an 'opt-out' path your messages to give you peace of mind, e.g. 'SMS KEYWORDSTOP to 9220592205.' This gives a simple instruction to the recipient on what to do if they would like to remove themselves from your database and so they no longer receive any messages from you.

Include opt-out message

By texting the free opt-out keyword to your inbox, that particular phone number is automatically removed from all of your contact groups and added to your opt-out list. Textlocal takes care of this for you, you do not have to do anything. The number will stay on the opt-out list until the owner of the number chooses to opt back in.

Textlocal will not send a text to any number on your opt-out list.

When you add new data, Textlocal will cleanse and strip out any numbers which have previously opted-out of your messages.

You can also manually opt-out phone numbers by adding them to the opt-out list – perfect if any of your customers contact you directly with an opt-out request.

Opt-outs

Sending SMS

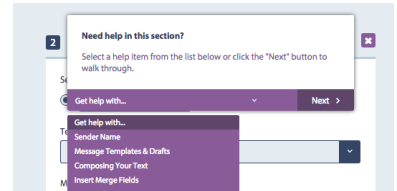
You've opened your account, uploaded your data and you're ready to go. What next?

Sending any kind of communication to customers can be daunting, especially if you're sending large volumes. This guide covers everything you need to know about sending SMS with Textlocal.

Login to Textlocal and click **'Send Text Messages'** at the top left of the main navigation bar. This brings up the screen you need to plan and create your messages, whether sending single or multiple messages.



Click this icon on every page of Messenger for explanations on how to navigate around the page and what each term means, or use our Wizard to learn, step by step, how to use your Messenger account.



This is the main screen for creating your text messages.

1 Send Message To

Groups Inboxes Contacts Search Paste List Single

Group-1 175 Edit Expand

Manage Groups

2 Message Details

Sender Name: TXTLCL

Templates & History: Click to select...

Language: English Show Keyboard Reference

Message: [Text area]

You have used 0 characters.

Schedule: [checkbox] [calendar icon] [clock icon]

Include opt-out message: [checkbox] Optout: Text TLSTOP to +919293292932

Advanced Options

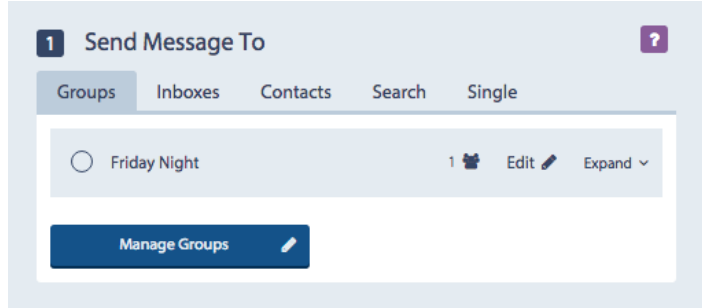
Save Message in Drafts Send Message

5 easy steps to creating your text message

Step 1 – Who are you sending your messages to?

Starting on the left-hand side of the screen, select the group or individual contacts that you want to receive your message. You can either choose a group, inbox contacts (people who have replied to one of your inbound numbers), individual contact numbers or enter new numbers one at a time.

If you haven't uploaded any contacts, please refer to our ['How to Create a Database'](#) guide which explains how to do this.



Textlocal Tip

Create a test group of colleagues to send trial messages to.

Step 2 – Creating a sender name

Your sender name is the 'from' name that your message appears from on the recipient's phone. **In case of a promotional SMS, a 6 digit sender id is randomly assigned and cannot be customized.**

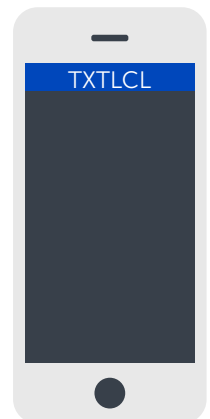
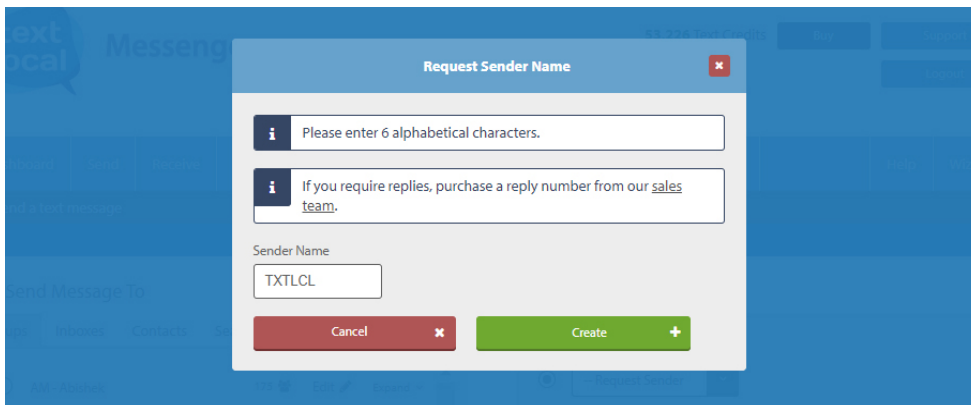
For transactional accounts, you can choose a 6 digit Sender ID of your choice but remember this important rule: **"Sender ID can be used only for Transactional SMS"**.

Textlocal Tip

If your company name is longer than 6 characters, try shortening it in a way your customers will recognise.

Creating the right sender name

Depending on the type of handset the message is being sent to, the sender name will often be the first thing that your recipient sees so it is important to get this right. The obvious choice is to use your company name, or a shortened version of it to be 6 character long. If your message is about a certain product or event, try using that to generate maximum awareness.



Step 3 – What to say in your message

You know your customers better than anyone, so it's likely you will have a good idea of the kinds of messages that give you the best result. We suggest you follow these simple rules:

- Make sure what you are offering is clear, whether it is a special offer, information or a product.
- Give a clear call to action. Your message is wasted if the recipient doesn't know what to do with it. Clearly state if they need to quote a code, call a number, click a link or simply visit you to act upon your message
- Keep your texts targeted. In 'The How to Create a Database' we suggest segmenting your customer groups with information you hold on them. This enables you to send messages to people who are more likely to take an interest in it. For example, there is no point sending the male members of your gym a special offer on the ladies only section.
- Don't send your messages in UPPERCASE
- Do not send any promotional content through your transactional account as this will lead to account suspension.

Step 4 – Templates and history

If you send the same message on a recurring basis you can store this as a template and simply select it from the drop-down menu under sender name options. You can edit these at any time in the templates and history section in the drop-down on the main navigation bar. We will also store your previous messages if you need to repeat them again. For transactional accounts, SMS can only be sent via pre-approved templates. We encourage you to request for template approvals when you are activating your transactional account.

https://txtlcl/s/etY'. The character count at the bottom indicates 'You have used 116 characters.'"/>

2 Message Details

Sender Name
● TXTLCL

Templates & History
Click to select...

Language
English Show Keyboard Reference

Message
Congrats! Your application has been shortlisted. Please fill this short form to proceed further: <https://txtlcl/s/etY>

Insert Merge Fields

You have used 116 characters.

Textlocal Tip

When you find a message that works particularly well, save it as a template so you remember it for next time.

Sender Name

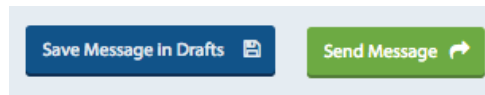
● TXTLCL

Templates & History

Click to select...

Step 5 – Confirming and sending your message

When you are ready to send your message, click **Send Message**

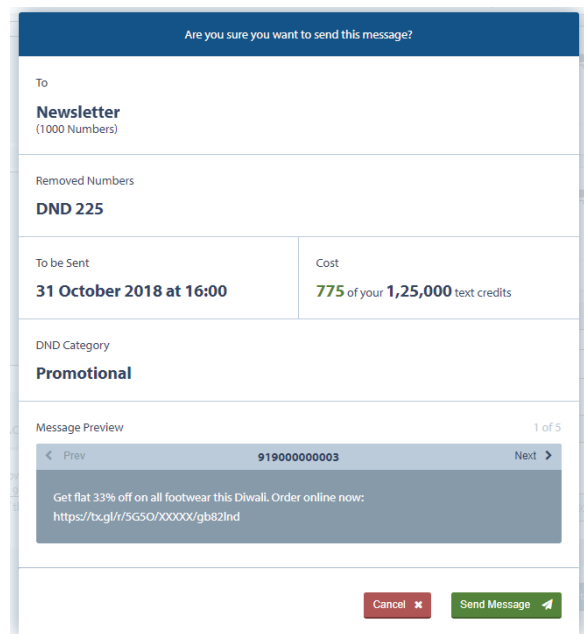
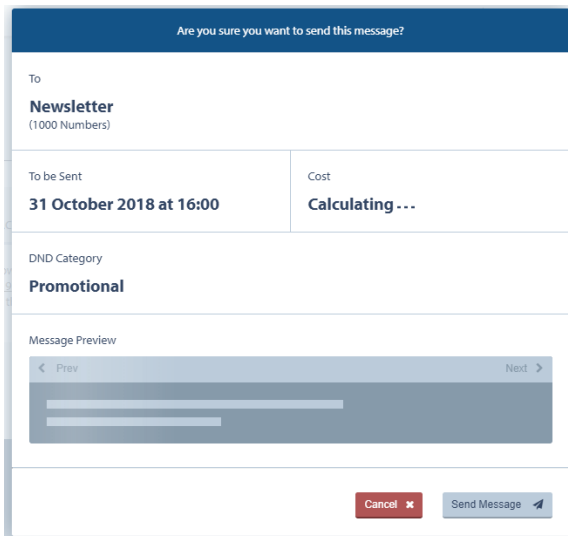


Before your message is sent, you will have the opportunity to review the message content, check the recipients, preview any merged content and check the cost of the send.

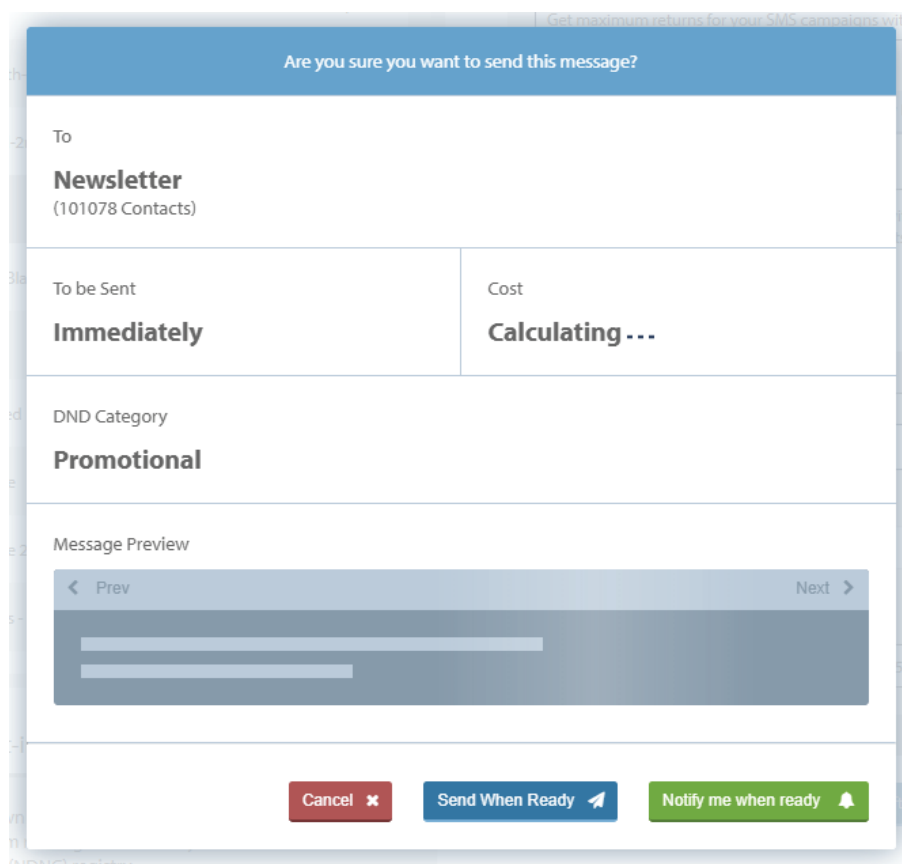
Each time you send a message, there are a number of steps that take place in the backend. The platform will merge in any personalised content, calculate the number of characters in each message, remove any opt outs and exclude DND numbers (if your account is Promotional).

When this process is complete, an accurate cost for your message will be displayed for your review before you confirm the send. If you don't have sufficient credits, your message will be processed and held ready to be sent while you top up. Once you top up your account, you can visit the **Send Review** page to confirm your message.

If you are sending to a smaller group, cost calculation will take significantly lesser time and you can check the cost and send the campaign immediately.



For larger groups, you can choose to wait while the cost is being calculated, or you can proceed with either of the two options: **'Send when ready'** or **'Notify me when ready'**.



The screenshot shows a confirmation dialog titled "Are you sure you want to send this message?". The dialog contains the following information:

- To:** Newsletter (101078 Contacts)
- To be Sent:** Immediately
- Cost:** Calculating ...
- DND Category:** Promotional
- Message Preview:** A preview area with "Prev" and "Next" navigation arrows and a blurred message content.

At the bottom of the dialog, there are three buttons: "Cancel" (red), "Send When Ready" (blue), and "Notify me when ready" (green).

Send When Ready: When you select this option, you can leave the current page and get on with your other tasks. The SMS campaign is sent automatically as soon as the cost is calculated (or as per your schedule). Please note that you won't be able to view and confirm the final cost before it is sent.

Notify me when ready: With this option, you can once again leave the current page while the cost calculation happens in the background. You will receive a notification in Textlocal portal (and, via SMS/email based on your preferences) once the cost calculation is done. You can check the campaign preview and costs from **Send > Send Review** (<http://control.textlocal.in/send/review/>) before confirming the send.

Send Review

You can, at any time, check the status of your pending messages by visiting Send > [Send Review](#)

The screenshot shows the 'Send Review' interface. At the top is a navigation bar with tabs: Dashboard, Send, Receive, Contacts, Mobile Pages, Ticketing, Surveys, Reports, Settings, Help, and Wizard. Below this is a 'Send Review' header. The main content is a table with columns: Status, Sending, From, To, Recipients, and Cost. There are four rows of messages, each with a 'Review' button. At the bottom, there is a summary bar with a 'Summary' tab, 'Selected 3 sends costing 35463 text credits', a 'Delete Selected' button, and a 'Send Selected' button.

Status	Sending	From	To	Recipients	Cost	
<input type="checkbox"/> ● Ready	31 October 2018 at 16:00		1,98,768 Numbers	1,98,768	1,98,768 Text Credits	Review
<input checked="" type="checkbox"/> ● Ready	31 October 2018 at 16:00		13,824 Numbers	13,824	13,824 Text Credits	Review
<input checked="" type="checkbox"/> ● Ready	31 October 2018 at 17:30		13,824 Numbers	13,824	13,824 Text Credits	Review
<input checked="" type="checkbox"/> ● Ready	7 November 2018 at 14:00		7,815 Numbers	7,815	7,815 Text Credits	Review

Summary Selected 3 sends costing 35463 text credits Delete Selected Send Selected

On this page you can review and send each message, either individually or by selecting multiple messages.

Notifications

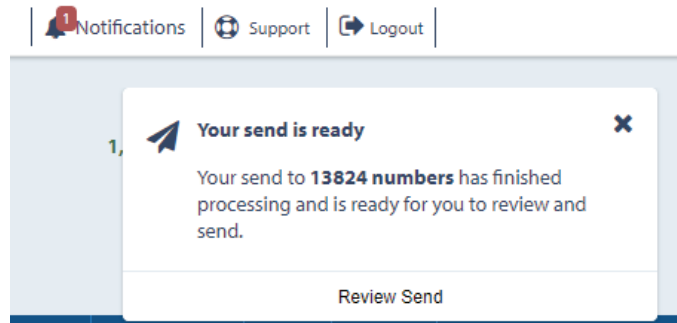
All updates about your large group sends are present under Notifications tab at the top of the screen.

You will receive notifications when:

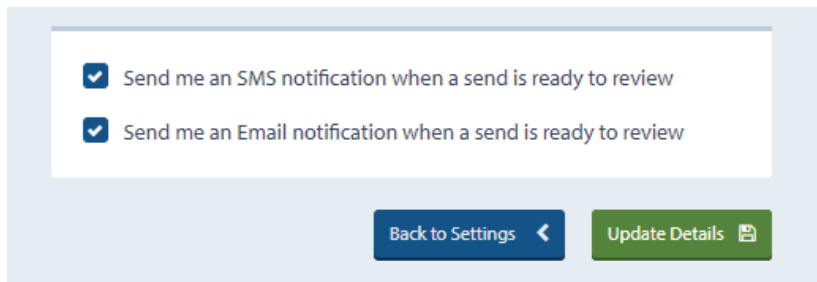
- A cost has been calculated, where you've previously selected **Notify me when ready**
- A message has been sent
- You prepared a message but do not have sufficient credits

You can receive notifications via:

- **Pop-ups inside Messenger:** You can see a pop up advising you of your message status



- **Browser notifications:** You can receive notifications from the browser, even when you have closed the Messenger tab(s).
- **Email and/or SMS:** They are enabled by default. It can be changed from **Settings > All Settings > Your Notifications**



You can access all the notification alerts from the **Notification tab** at the top of the Messenger screen.

Scheduled large group sends

If you have a large group send scheduled in advance, you must confirm it before its scheduled time. We'll send you reminders to do this, but if you don't confirm your message before its scheduled time it will not be sent.

Extra tools to improve your messages

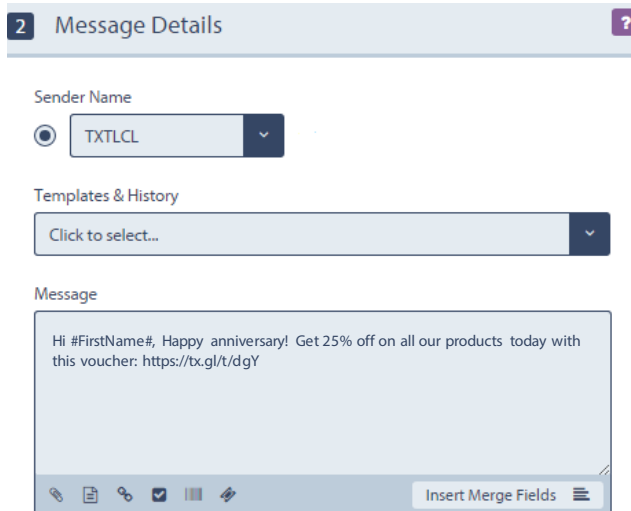
Textlocal provides a range of tools to personalise and inject more information in your messages.

Custom fields

Custom fields allow you to enter individual information about the recipient to accurately personalise your messages to give them more impact. This works with any extra data you upload with the contact numbers so you can insert this information into the message. When uploading your phone numbers, you can add other columns of information; you simply have to make sure you give the columns the correct headings in the custom fields.

Uploading data in this format would allow you to send a message like this:

Textlocal will do all the hard work for you and pull in personalized information into each message.



Attachments

This feature allows you to insert a link to a document in your text messages. Simply click the paperclip icon, select a file up to 10MB from your computer and upload it to our secure server, and it will display as a link in your message. For more information on this feature, download our guide [“How to add short links and attachments to SMS using Textlocal”](#).

Page Links

Use the **‘insert page link’** tab to include a mobile web page. For more information on creating mobile web pages, please refer to our [“How to create mobile web pages using Textlocal”](#) guide.

Short Links

Short links are exactly that – a shortened version of a web link. Use this tool to insert a link to any website, but with the benefit of using fewer characters from your message allowance and the ability to track who opened your link, at what time and on what device. Learn more about this feature in [“How to use short links and attachments in SMS”](#).

Survey Links

If you’ve used our Mobile Surveys & Forms tool to create a survey for your recipients to complete, use the survey link button to add it to your message as a link. Read our guide [“How to create mobile surveys and forms using Textlocal”](#) to learn more.

Ticket Code

If you’re sending out promotional offers, advertising an event or want to create a loyalty scheme, you can use our Mobile Vouchers, Tickets and Loyalty Cards tool. Any tickets you create are given a unique code for redemption.

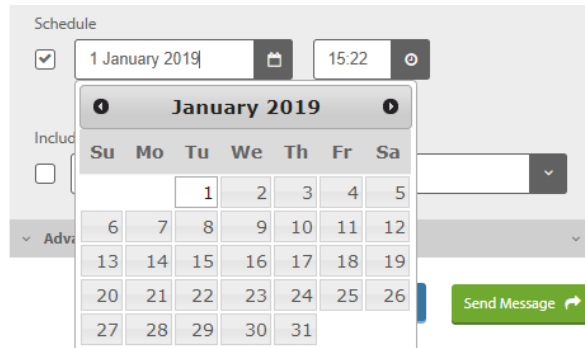
Ticket Link

Any tickets, vouchers or loyalty cards you create can be inserted as an attachment. Read our guide [“How to create How to create mobile tickets, vouchers and loyalty cards”](#) to learn more.

Scheduling and segmenting your messages

Scheduling messages

Like any form of marketing, it is important to consider when your customers are going to be most receptive to the message you send. There is little point sending a message for buy one get one free on pizzas at 9pm when people are likely to have decided their dinner plans. This is where scheduling comes in. Once you have perfected your sender name, message, custom fields and opt-out, tick the schedule box instead of hitting send. It will then give you the option to select the time and date you want to deliver your messages. You can view and amend all scheduled messages in your reports section. You can view and amend all scheduled messages in your reports section. Promotional SMS can be sent from 9am – 9pm, Transactional SMS can be sent at anytime of the day.



The screenshot shows a 'Schedule' interface. At the top, there is a checkbox that is checked, followed by a date field set to '1 January 2019' and a time field set to '15:22'. Below this is a calendar for 'January 2019' with days of the week (Su, Mo, Tu, We, Th, Fr, Sa) and dates (1-31). To the right of the calendar is a dropdown menu. At the bottom right, there is a green 'Send Message' button with a right-pointing arrow.

Staggered sends

When sending large volumes of text messages, it's important to think about the responses you could potentially get. If you send 5000 text messages, could you handle an influx of hundreds of calls or orders within minutes? While it is a nice problem to have, this situation can be easily avoided. Place an instruction in Messenger to send the messages between certain times and the frequency that you would like to send them. This example will break the messages down and send a batch every five minutes between 10am-4pm.



The screenshot shows the 'Advanced Options' section. Under the heading 'Segmented', there is a checked checkbox. To its right are three input fields: a time field set to '10:00', a time field set to '16:00', and a dropdown menu set to '30min'.

Field validity periods

If your offer or information is time sensitive, set a date and time when it expires. If the message is still waiting to be sent, we will cease to attempt to send it after the date and time you have specified.



The screenshot shows the 'Validity' section. There is a checked checkbox. To its right are two input fields: a date field set to '1 November 2017' and a time field set to '13:14'.

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

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