Is Messaging Right for You?

Know the Use Cases:

- Messaging has a 98% open rate (within minutes!) BUT

- Some topics are never okay (no matter how legit your business is). Remember S.H.A.F.T.

- Some topics have restrictions—know before you go.

- Be sure: see our *Use Cases eBook*

So Now You Need a List…

- Everyone you text to MUST opt in (including current customers!)

- You can't buy (or sell) a list with opted-in mobile numbers

- You MUST maintain proof of opt-in!

- You need to scrub your list against the DNC, and to remove landline & inactive numbers

- DOCUMENT, DOCUMENT, DOCUMENT

Opt-in Form(s) Need to be Clear

- What you'll be sending, from whom, and how often

- Multiple checkboxes for multiple message types

- Consider a double opt-in

- Easy way(s) to opt OUT

- Update your privacy policy, T&Cs (hint: sharing contact subscriber info is Bad)

☐ By clicking the "Start Now" button, you certify that you have provided your legal name and your own phone number, you agree to the Terms and Conditions and Privacy Policy and authorize ████████ to contact you. By clicking the "Start Now" button and submitting this form, I affirm that I have read and agree to this Site's Terms and Conditions (including the arbitration provision and the E-SIGN consent) and Privacy Policy .

☐ I consent to receive SMS text messages to my cell number provided above for notifications, alerts, and general communication purposes including promotions from ████████ I understand that I am not required to provide my consent as a condition of purchasing any products or services. I understand that I can opt-out of receiving text messages at any time by responding with STOP. I can reply with HELP to get help. Messages per month may vary. Message and data rates may apply depending on your mobile carrier. T-Mobile and other mobile carriers are not liable for delayed or undelivered messages.

JOIN THE ████

GET 20% OFF
YOUR FIRST ORDER

By signing up for email & texts. Plus, stay up to date with the latest trends, arrivals, limited edition releases, and more.

Email Address

CONTINUE

20% OFF ONE ITEM: Limit one coupon per transaction. Limit one coupon of each type per day. Limited to stock on hand. Void where prohibited. EXCLUSIONS: Excludes clearance, gifts, books, Swig LifeTM, Corkcicle®, Capri Blue®, What Do You Meme?TM, Australian Soap, Glamcor, Asobu, Spa Sciences, Pura, Capri Blue, Rifle Paper, Ban.do, W7 Cosmetics, Doughnut Brand, Camelia Beauty, Pura, Fujifilm, The Caker, Modern Marketing Concepts, Schylling, Lisse USA, My Mane Care, Vital Proteins, Safe to the People, Ramblin Brands, Ever Ellis, Sunnylife, Packed Party, Acutens, Levi's, beauty, shoes, and sneak peek styles. Team Members excluded. ████ policy and other terms may apply.

You have successfully opted-in to receive Commio network status alerts. Message frequency may vary. Message & data rates may apply. Reply STOP at any time to cancel.

We do not share data with third parties under any circumstances for commercial purposes. For Law Enforcement Only

Pick a Format: Short Code
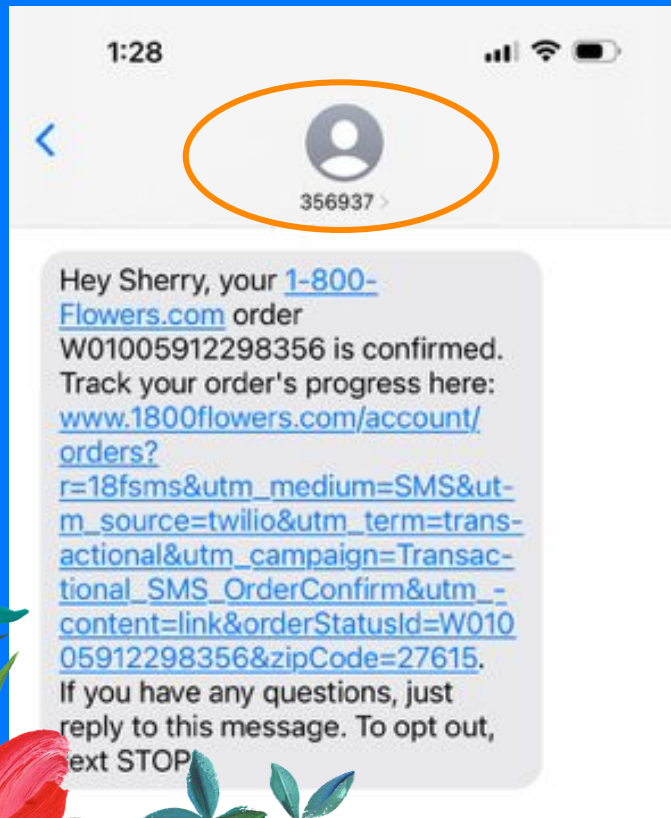
- What is it? A 5-6 digit number used to send high-speed messaging

- Pluses: Fast throughput; no add'l approvals after number is leased

- Minuses: Slow approval process; recipients can't call numbers back

- Approval process: All carriers must approve the use case; can take several months
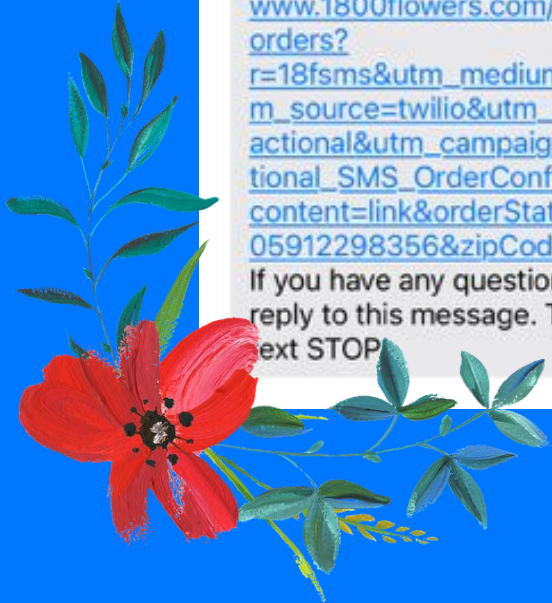
Pick a Format: Long Code (10DLC)

- What is it? Messaging sent through standard 10-digit phone numbers

- Pluses: Messages appear "local," increasing opens; can call / text back

- Minuses: Brand & campaign approvals; slower throughput

- Approval process: After brand is approved, each campaign must be approved via The Campaign Registry; takes up to a week
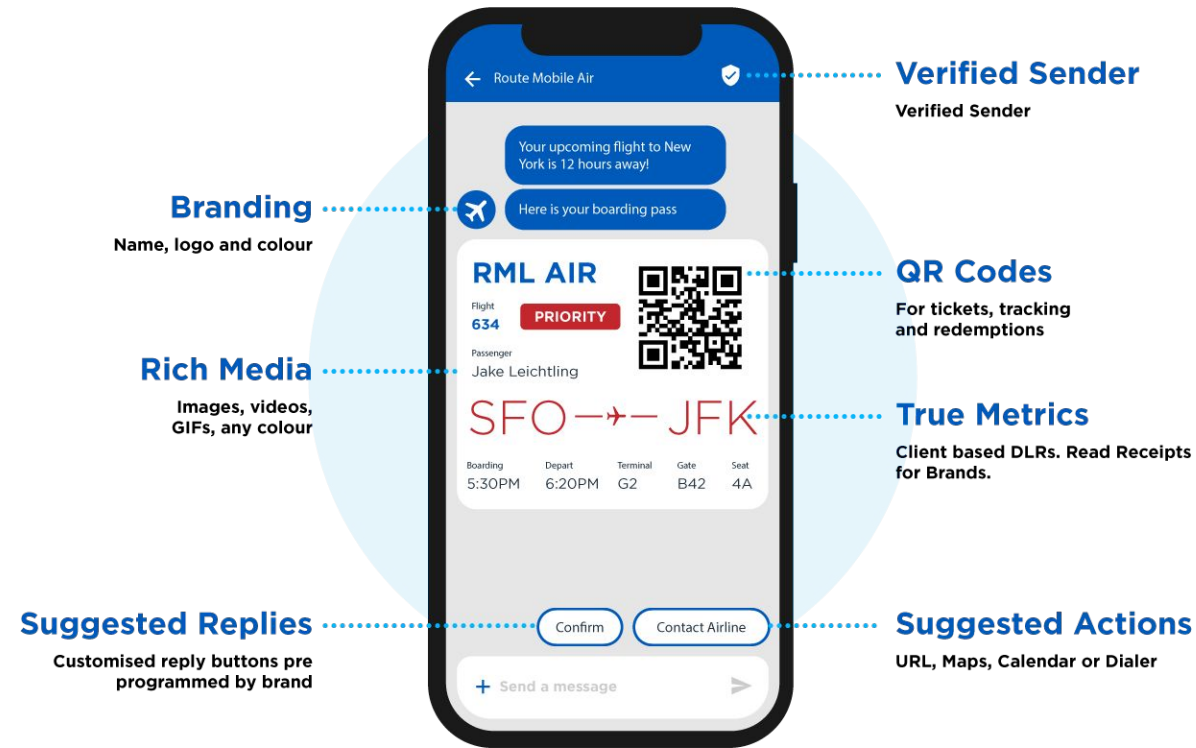
- Registration fees
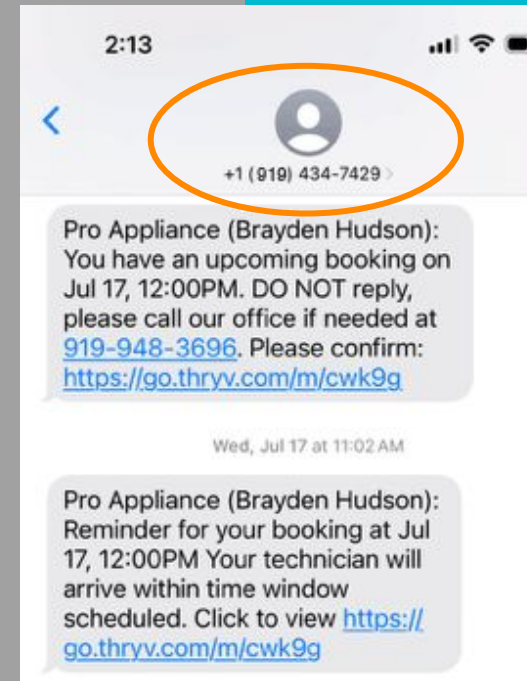
Pick a Format: Toll-Free

- What is it? Messaging sent through a toll-free number (e.g., 1-800)

- Pluses: Building brand recognition; can call (or text) back

- Minuses: Approval process; messages don't appear local

- Approval process: Phone # verified via DCA; takes up to three days

- Heavier spam filtering

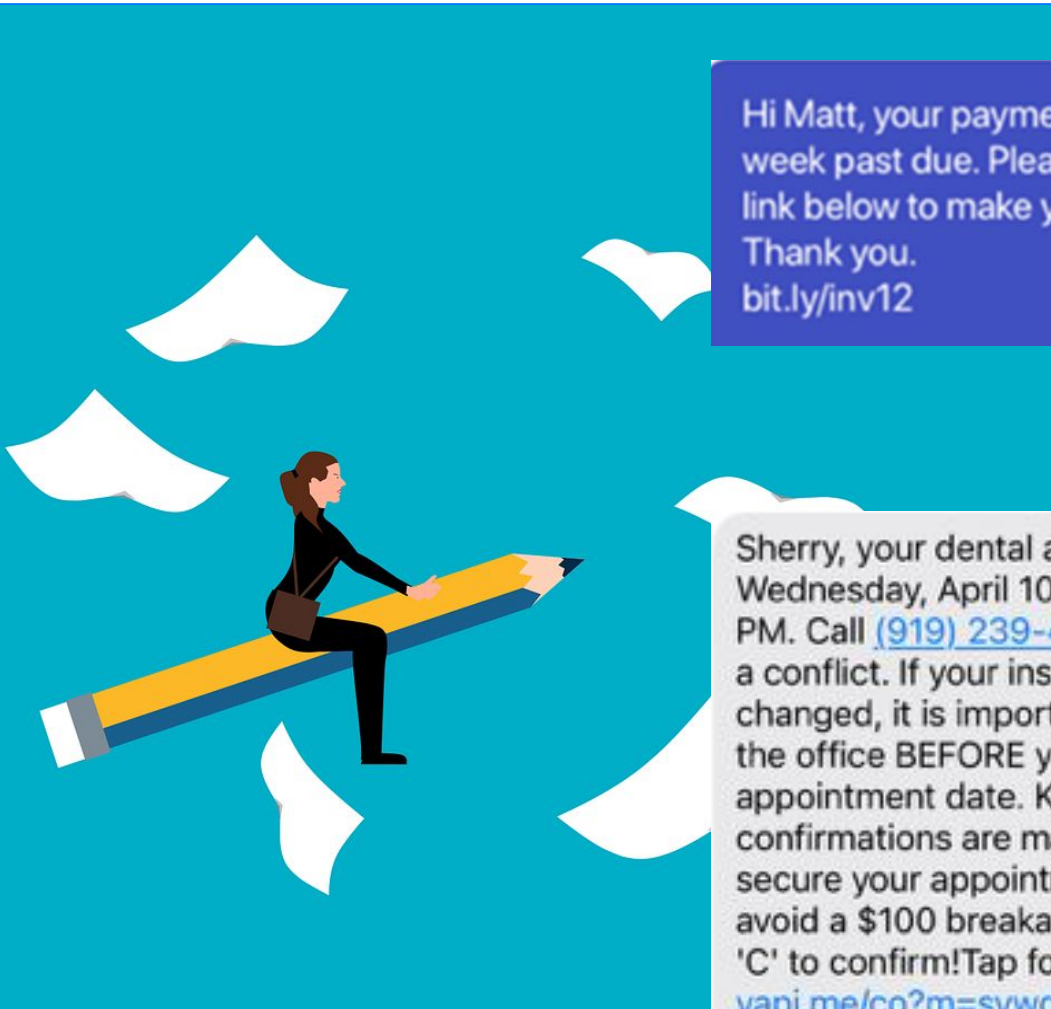*Note: **All** toll-free numbers should be SMS-enabled!*

Pick a Format: RCS (coming soon…ish)

Verified Sender
Verified Sender

Branding
Name, logo and colour

Rich Media
Images, videos, GIFs, any colour

Suggested Replies
Customised reply buttons pre programmed by brand

QR Codes
For tickets, tracking and redemptions

True Metrics
Client based DLRs. Read Receipts for Brands.

Suggested Actions
URL, Maps, Calendar or Dialer

Rich Communication Service (RCS):

- What is it? Google/Android messaging protocol (similar to Apple iMessage)

- Pluses: Encrypted; more interactive—works w/ other mobile features, could replace apps

- No carrier message surcharges (yet)

- Minuses: Not on Apple iOS today (Fall '24); requires mobile data connection

- Approval process: Businesses must be verified by Google

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Write Your Copy

Hi Matt, your payment is one week past due. Please use the link below to make your payment. Thank you. bit.ly/inv12

Sherry, your dental appointment is Wednesday, April 10, 2024 4:00 PM. Call (919) 239-4544 if there is a conflict. If your insurance has changed, it is important to notify the office BEFORE your appointment date. Keep in mind, confirmations are mandatory to secure your appointment and to avoid a $100 breakage fee. Press 'C' to confirm!Tap for more https://yapi.me/co?m=sywdl31u67x0ao

- Keep it brief
- Include your brand name
- Use short but accurate URLs (no bit.ly!)
- Watch your tone
- Things not to say (e.g., S.H.A.F.T.)
- Include an opt-out link (using frequently used language)
- Use grammar / spellcheck
- Get your content approved internally (BEFORE submitting!)

Choose a Provider

- Do this early—the right provider can help every step of the way

- Full service provider (short code, long code, toll-free)

- Industry-leading expertise on compliance and carrier best practices

- Strong customer vetting process

- Number provisioning

- 24/7 expert support

- Willing to go to bat for you!

CSP Role / Responsibilities

- Vet new customers / KYC

- Vet campaigns/content (*before* submission)

- Monitor live traffic to ensure it aligns with the approved use case, prevent "message drift"

- Filter non-compliant traffic

Need More Info?

Check out our comprehensive messaging ebooks!

Links in post-webinar email and webinar blog

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Q&A

Text Messaging 101: Back to Basics
Cloud Comms Industry Briefing – August, 2024

Contact your account manager, or email us: support@commio.com