

SMS: Things to know

SMS Facts:

- Some research states that people check their mobile phones 85 times per day.
- SMS messages have a 98% open rate.
- Effective marketing tool when used with other communication efforts.

Ways to use SMS:

- News notification
- Event attendee reminder
- Registration reminder (online course, conference, event, etc.)
- Link to a customer satisfaction survey after a program or event
- Send link to newsletter (make sure newsletter is mobile friendly!)
- Notify them of important info sent in an email
- New publication announcement

Getting started with SMS

If you are already a certified Dotdigital user, you have access to the SMS feature.

1. Access the SMS feature from the Dotdigital dashboard.
2. Add your contacts under **Contacts > My contacts**.
 1. Name your address book. Always begin the name with your department or unit name.
Examples: Nursing_contacts, LETI_contacts Greene_County_contacts, etc.
 2. Upload your CSV or .xls file that includes contact information.
 3. Add up to five fields for personalization in addition to the mobile phone number. You cannot name the fields, so you will need to remember how each one is mapped. For example, if you map Field 1 to first name, when you are creating your campaign, you will enter "Dear @Field1@,".
3. Sending your campaign. "Campaigns" > "My campaigns" > "New campaign"
 1. Begin the name of your campaign with your department or unit name.
Examples: 4-H_volunteer sign up, 4-H_trivia night reminder
 2. Keep your message to 160 characters.
 3. **Always give your contacts the option to unsubscribe with text that reads, "Reply STOP to unsubscribe."**
 4. Your links will automatically be shortened to 22 characters and can be tracked through the reports.
 5. Enter your campaign and send test sends.
 6. When ready, send your campaign to your audience.
4. Check campaign reporting. "Reporting" > "Campaign reporting"
 1. Find the name of your campaign and click on it.
 2. View # of opens, link clicks and number of bounces.
5. View replies to your campaign in the Replies section. Anyone who replies "STOP" will automatically be removed from your address book. If a contact wants to resubscribe, they should reply "START" or "UNSTOP" to your campaign.

Getting started with SMS

Couple of things to note:

1. Anyone who replies "STOP" will automatically be removed from your address book. If a contact wants to resubscribe, they should reply "START" or "UNSTOP" to your campaign.
2. All messages will be sent from the same number. There is no need to create separate from addresses. To better identify who the message is from follow these examples:

LETI. Dear @FIELD1@, Don't forget your manual to the first day of the academy tomorrow. (link) Reply STOP to unsubscribe.

MU Extension. Dear @FIELD1@, The online Master Gardener training begins Jan. 25. Secure your spot today! (link) Reply STOP to unsubscribe.

2. You can add a SMS node to your automated email programs.