

Getting started with SMS

Why use SMS?

- 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

1. Access the SMS feature from the Dotdigital dashboard.

2. Add your contacts under “Contacts” > “My contacts”.

- Name your address book. Always begin the name with your department or unit name. Examples: Nursing_contacts, LETI_contacts, Greene_County_contacts, etc.
- Upload your CSV or .xls file that includes contact information. **NOTE: The mobile number needs to be entered in this format: 15738842394 do not use hypens or parenthesis and "1" needs to be at the beginning of each number.**
- 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@,”.
- You **MUST** map the mobile number to the "Mobile Number" field in Dotdigital.

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3. Sending your campaign. “Campaigns” > “My campaigns” > “New campaign”

- Begin the name of your campaign with your department or unit name. Examples: 4-H_volunteer sign up, Greene County_council meeting
- Keep your message to 160 characters.
- **Always** give your contacts the option to unsubscribe with text that reads, “Reply STOP to unsubscribe.”
- Your links will automatically be shortened to 22 characters and can be tracked through the reports.
- Enter your campaign and send tests.
- When ready, send your SMS to your audience.

4. Check campaign reporting. “Reporting” > “Campaign sends”

- Find the name of your campaign and click on it.
- View # of opens, link clicks and number of bounces.

Other things to know:

- 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.
- All messages will be sent from the same number. There is no need to create separate 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
- You can add a SMS node to your automated email programs.
- Contact Laura Lindsey at lindseylau@missouri.edu or 573-884-2394 for assistance or questions.