

Promotion



Tips



Send  
Messages



Track Results



Teamwork



# Promotion & Dashboard Guide

SENTEXT

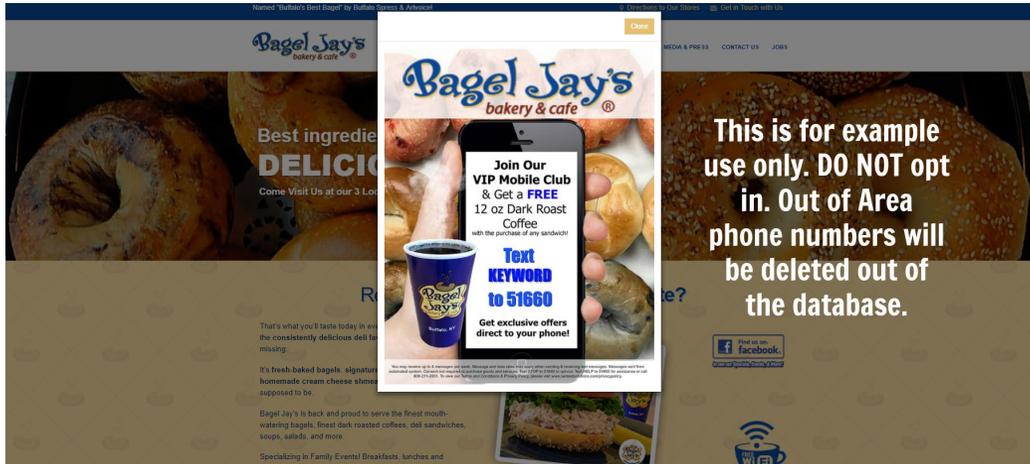




# Promotion

Promote everywhere in all media assets!

\*Please add the compliance info sent in your SenText Welcome Email to any self created Copy or Media.



## The #1 way to grow your list is a Website Pop Up!

- If you haven't already, make sure your promotion image is a **Pop up on your website!** At the very least add as a slider to your website. We can do it for free, if your web management system is compatible.
- Also add your image to your **Google Listing** photos as well.
- Send A VIP Club Launch Announcement out and then continually to your **Email List.**



## Social Media Ideas

- **Share** your SenText Keyword jpeg images every other day for the first 3 months! **Pin to the top of your page** to keep resharing easily. Only 2% of your fans see your posts organically, so posting it often will allow different people to see it each time.
- Do a video and/or FB LIVE promoting your new Mobile VIP Club. Explain how to join and you can also offer a **like, comment and share contest** if you hit a certain number of opt ins! FB Live works too! Hold up your sign and phone to show them!



# Promotion

Promote everywhere in all media assets!

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You may receive up to 4 messages per week. Message and data rates may apply when sending & receiving text messages. Messages sent from automated systems. Consent not required to purchase goods and services. Text STOP to 57711 to opt-out. Text HELP to 57711 for assistance or call 800-211-2001. To view our Terms and Conditions & Privacy Policy please visit [www.senextsolutions.com/privacypolicy](http://www.senextsolutions.com/privacypolicy)

## Signage and Personal Invites!

- We can provide on location signage at cost plus shipping!
- Keep it replenished! ALWAYS HAVE SIGNAGE.
- You can re-order on our website [HERE:](#)
- You can also have us design and you can order locally.
- You can print out your 8.5 x 11 image & display everywhere!
- Run employee incentives to hit huge sign up numbers as a team!

Ask Your Audience:  
“Are you in our VIP Club?”  
and point to a sign  
is all you need to do!

Offer them the chance to join when they enter  
or before they cash out!

Get them to join while they are there to make sure you can  
reach them again!



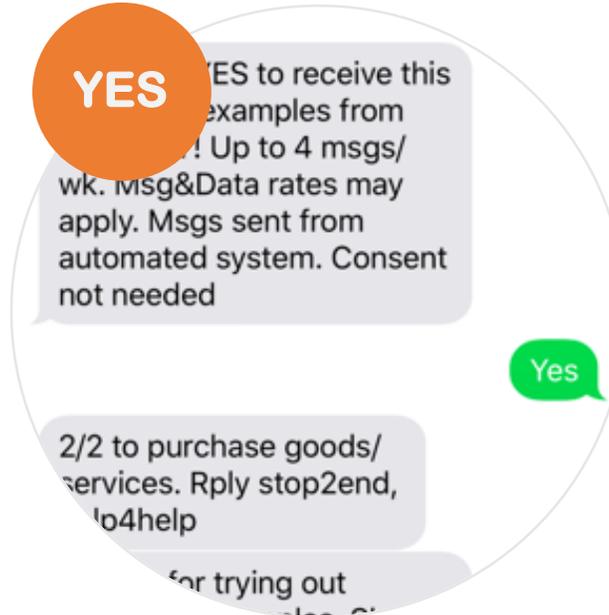
# Tips!

Staying on track consistently!

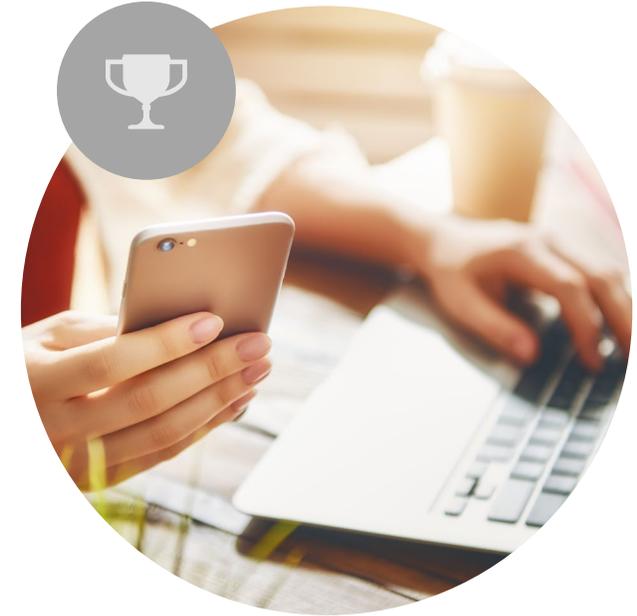
In a study by Vibes, offering an incentive for customers to participate in your SMS program will increase subscriber growth by 520%.



**Have all Employees join!**



**Make sure customers reply YES on their phone before redeeming and check EXP date!**



**Send VIP Offers & Alerts Consistently at least 1-2 times per week  
Make it fun, and exclusive!**



# Send SMS Messages

Easy and takes 2 minutes!

**\*Always include your business name, limitations and proofread before sending!**

The dashboard includes a 'Quick Broadcast' section with fields for Campaign Name, Shortcode (51660), and a 'Select Database' dropdown. It also has radio buttons for 'Launch now' and 'Date', and a text area for 'Enter your message here...'. A central chart shows activity for 'Yesterday July 02, 2018' with a y-axis from 0 to 10 and an x-axis from 00h to 23h. An orange arrow points to the 'Broadcast' icon in the top navigation bar. To the right, 'Deliverability' is shown as 0% and 'Opt-Out' as 0%. At the bottom, 'SMS' statistics show 'Total MT sent' as 0 and 'Subscribers' as 'Total Active 490' with a bar chart for Verizon and AT&T.

The 'Add Media File' dialog box has a 'Tool Box' on the left with options: 'Create Database', 'Add Short URL', 'Add Media File', and 'Short App URL'. The main area shows 'Add Media File' with a 'Select Existing Media File' dropdown menu. An orange arrow points to the dropdown. Below it, the 'Media URL' is 'http://su1.co/JYldm' and there is a preview of a 'WIN \$1000!' image. Buttons for 'Close' and 'Save & Add' are at the bottom. The background shows the 'Campaign Builder' with steps 3 and 4, and a 'Preview Campaign' section with a text box for 'System Response'.

1. Login to [subscribers.sentextsolutions.com](http://subscribers.sentextsolutions.com) with your username and password. Be sure to save login info and bookmark to your browser so you have easy access!
2. Hover over SMS Campaign and then click Broadcast, name your campaign, click next!

3. Add any Short URL links or pictures into your gallery from the left side menu. You can add a link to anything, social media for sharing, video, pictures. Images must be under 500k. Then type your message and click "next." Each time you add one it will be saved for reuse.



# Send MMS Messages

Make your messages POP for more engagement!

**\*Always include your business name, limitations and proofread before sending!**

Tool Box

- Create Database
- Add Short URL
- Add Media File
- Short App URL

Campaign Builder

1 CAMPAIGN 2 MESSAGE 3 DESTINATION 4 LAUNCH & EXPIRATION

Preview Campaign

stop2end, help4help

System Response

You can enter a long message and the system will split it into multiple SMS messages if needed. This may result in a higher count of M's sent. If you add a URL to this message, Please make sure that it is contained in-full, in one SMS message (Check the preview on the right side).

SMS

Message: 20/160 chars (1 msg.)

Previous Next

Tool Box

- Create Database
- Add Short URL
- Add Media File
- Short App URL

Campaign Builder

1 CAMPAIGN 2 MESSAGE 3 DESTINATION 4 LAUNCH & EXPIRATION

Preview Campaign

stop2end, help4help

System Response

MMS

Subject: VIP only exclusive offer at the Crab Shack!

Message: 173 chars, 184.42 Kb

Show this text to get yours! Come on down! Bring a friend and get an appetizer for 1/2 off! Tap and share the image to tell your friends! stop2end, help4help

Previous Next

1. If you have signed up for optional **MMS** services, you will see the **SMS** toggle. To send an **MMS** (picture shows in the message) click on the toggle and switch to **MMS**.
2. Click on Add Media File and proceed as in last slide. File size must be 500k and under. There are various apps to resize your images via phone. You can use [picmonkey.com](http://picmonkey.com) or [canva.com](http://canva.com) on a pc.

3. With **MMS** you can add a Bold title, more characters and you can also can add links and emojis!

For Emojis: If typing text from a PC you would need to use Chrome and the [free extension from Joypixel](#).



# Send Messages

Easy and takes 2 minutes!

Campaign Builder

1 CAMPAIGN 2 MESSAGE 3 DESTINATION

Destination Database:

search	search
BDAY1527 LIST (94 / 94)	+
CURE CONTEST (11 / 11)	+
CURE LIST (7 / 7)	+
CURECON 2/2 LIST (5 / 5)	+
CURECON LIST (12 / 12)	+
CURECON2 (13 / 13)	+
IMAGINE LIST (24 / 24)	+

Limit and Field Filtering:

Send to All

Previous Next

## 4. Select any and all lists you would like to include.

Tip: You can also choose the filter option to send to yourself only, but you will have to reset up your campaign again. Please do not copy and paste into a new campaign as it causes undesired characters. Scroll down below the fold, select filter by, enter your phone with no spaces, check results then send.

Campaign Builder

1 CAMPAIGN 2 MESSAGE 3 DESTINATION 4 LAUNCH & EXPIRATION

Launch Date:  Now  Date

01/01/2016

HH 12 MM 00 PM

Time Zone

Recurrence ?

Previous Launch SMS Campaign

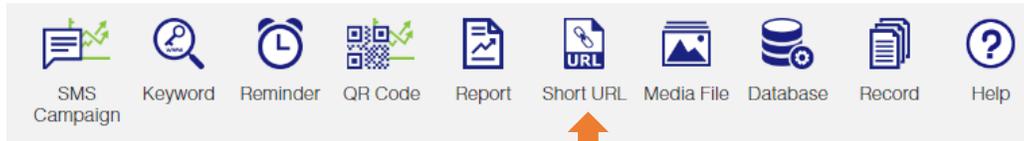
## 5. Schedule or just hit LAUNCH!

Your messages are on their way!



# URL Tracking

Check the results of your clicks!



Go to your main dashboard and click on **SHORT URL**. This will bring you to all the URLs used.

You can see the # accessed.

Go to the right of the screen and click on the circle with 3 dots.

Select the pie chart for more details!

Short URL Title	Client	Short URL	Long URL (Go to URL)	Source	Created	Status	Last Used	#Accessed	Actions
sample	SenText Management	<a href="http://su1.co/sSIUgA">http://su1.co/sSIUgA</a>	<a href="http://su1.co/images/media/MM-1553808212-jade-and-...">http://su1.co/images/media/MM-1553808212-jade-and-...</a>	Media File URL	2019-03-28 17:23:35	Enabled	2019-03-28 17:23:53	1	⋮
3/7 call	SenText Management	<a href="http://su1.co/niQT7W">http://su1.co/niQT7W</a>	<a href="https://sentextsolutions.us16.list-manage.com/trac...">https://sentextsolutions.us16.list-manage.com/trac...</a>	Short URL	2019-03-07 08:39:27	Enabled	2019-06-24 15:41:39	141	⋮
March Fast Cash Bonus	SenText Management	<a href="http://su1.co/Sc0qfE">http://su1.co/Sc0qfE</a>	<a href="https://goo.gl/forms/AvDPKixgOHmPecJ3">https://goo.gl/forms/AvDPKixgOHmPecJ3</a>	Short URL	2019-03-04 17:31:03	Enabled	2019-06-24 15:42:12	450	⋮
5/8 paperwork training	SenText Management	<a href="http://su1.co/uZmoFT">http://su1.co/uZmoFT</a>	<a href="https://attendee.gotowebinar.com/register/85116090...">https://attendee.gotowebinar.com/register/85116090...</a>	Short URL	2018-05-08 14:35:31	Enabled	2019-08-06 21:12:22	537	⋮
Conference Call - 2/22/18	SenText Management	<a href="http://su1.co/e75NjU">http://su1.co/e75NjU</a>	<a href="https://attendee.gotowebinar.com/register/58403488...">https://attendee.gotowebinar.com/register/58403488...</a>	Short URL	2018-02-19 10:19:49	Enabled	2019-08-06 21:13:09	310	⋮
Calendar	SenText Management	<a href="http://su1.co/GF2OQy">http://su1.co/GF2OQy</a>	<a href="http://www.sentextsolutions.com/events/">http://www.sentextsolutions.com/events/</a>	Short URL	2018-02-13 12:17:39	Enabled	2019-08-06 21:13:12	261	⋮
National Conference Call	SenText Management	<a href="http://su1.co/71q6SD">http://su1.co/71q6SD</a>	<a href="https://attendee.gotowebinar.com/register/40054684...">https://attendee.gotowebinar.com/register/40054684...</a>	Short URL	2018-02-12 16:55:27	Enabled	2019-08-06 21:13:11	556	⋮

<https://sentextsolutions.us16.list-manage.com/track/click?u=adba45e731244e7ce55612e64&id=23903ba04f&e=205889b5ce>

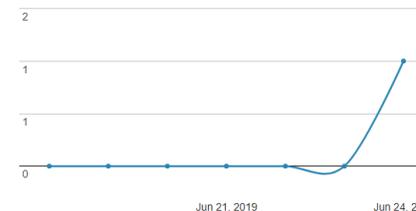
Short URL: <http://su1.co/niQT7W>

Long URL: [https://sentextsolutions.us16.list-manage.com/track/cli\[...\]](https://sentextsolutions.us16.list-manage.com/track/cli[...])

Traffic statistics | Traffic location | Traffic sources | Refresh

Last 7 days | Last 30 days | All time

Number of hits : Last 7 days



Historical click count

Short URL created on March 7, 2019 @ 1:39 pm (about 208 days ago)

Time Period	Number of Hits	Rate per Day
Last 24 hours	0 hits	
Last 7 days	1 hit	0.14 per day
Last 30 days	2 hits	0.07 per day
All time	141 hits	0.68 per day

Best day

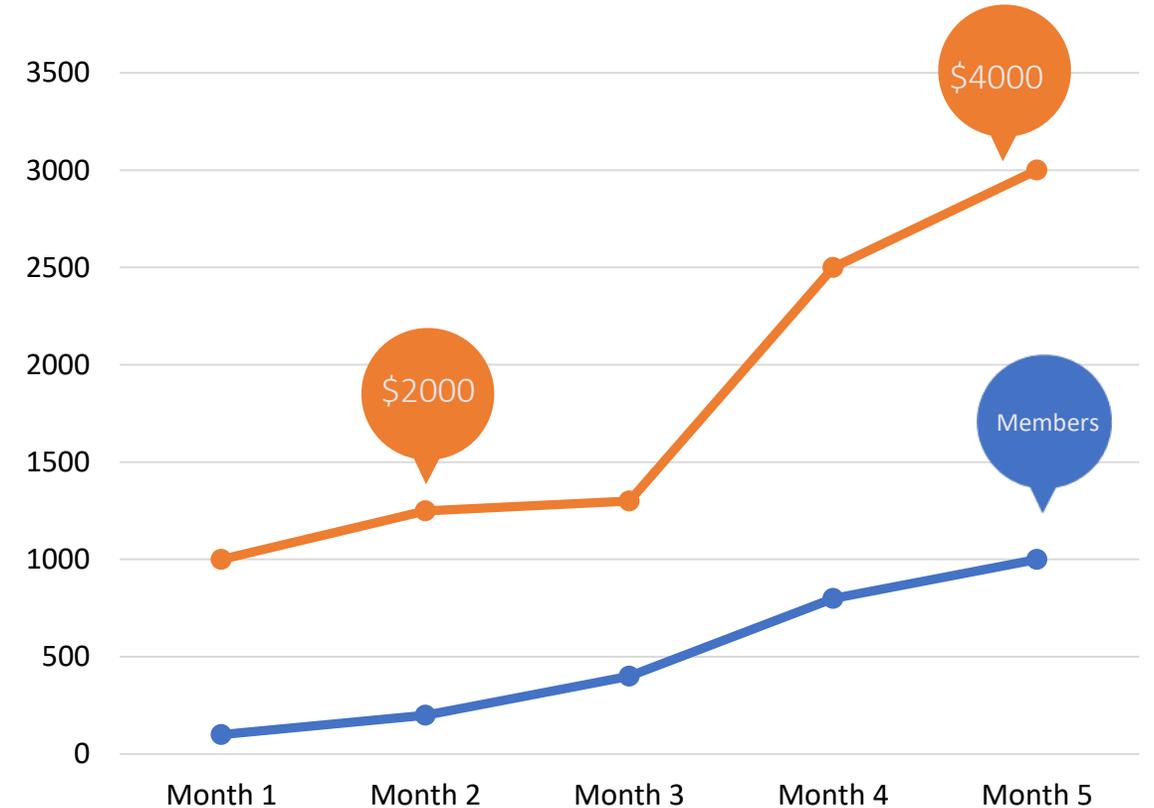
114 hits on March 7, 2019. Click for more details



# Track

You can't track what you can't measure!

1. Set up a tracking system to add up the total redemption you get! Set up a Text Club Key on your POS that is changeable.
1. If you can, use a simple spread sheet and track written info as well. As long as you track it you can see how much profit you are making.
3. The more engaging the offer, the better the response!



\*ROI varies per Marketing Partner based on offers, avg ticket, frequency and audience size.  
This illustration does not reflect actual results.



# Teamwork

You are a Valued Marketing Partner!

## Have a Question? Need Help? Want Advice?

1. Call or Text your Mobile Marketing Consultant for Assistance! *Or...*
2. Call or email Merchant Support! 1-800-211-2001  
[merchantsupport@sentextsolutions.com](mailto:merchantsupport@sentextsolutions.com)
3. Get your free [Ultimate Text Marketing Calendar!](#)  
Just add to your google or i-calendar! Get ideas for promotions each day right on your Mobile or Desktop Device!



Now You Can SenText With Success!