# Introduction to Silverpop SMS

## Overview

### What is SMS?

SMS (Short Message Service) is the standard text-only message delivery system by which all mobile phones send and receive plain text messages (up to 160 characters). Other terms used to describe SMS include text messaging, texting, mobile messaging, wireless messaging, and short mail.

### What systems do I need to use SMS?

You will get access two systems to create most SMS campaigns:

- Engage: Use this system to create and enable an SMS database, create a query return to opt-in recipients, and to send, schedule, or automate your SMS messages. For some uses cases, you may also need to create an autoresponder or groups of automated messages.

- SMS Campaign Manager: Use this system to create your SMS campaigns.

### SMS Best Practices

Here's a list of SMS Best Practices:

- Country Code is required for values in your SMS Phone Number field type database fields. For example, a U.S. mobile number should begin with the country code '1', such as: '17705551212'). UK mobile numbers should begin with the country code '44', such as '4442048543621'.

- Know the values present in fields that you choose to use for personalization in SMS message bodies. For example, with the limited character count (160 characters) allowed for SMS messages, personalizing a Name field might be fine if most names are short, like Joe, but when longer names exist, such as Elizabeth Catherine, your character count is significantly reduced and message content may suffer. You may choose to split the message and have the system send two separate SMS messages if there is a personalization in the SMS message. Note that each sent message is counted and charged.

- Test SMS sends to see how your message may appear when it reaches the mobile device.

- Be sure to test multiple carriers. For example, in the U.S., test on Verizon and T-Mobile.

## SMS Glossary

Here's a list of SMS terms and definitions:

| Term | Definition |
| --- | --- |
| **Campaign** | The term used to describe the mobile program. Typically, the definition of campaign encompasses several channels of communication, but in the mobile sphere it is used to describe a single program. For example an opt-in campaign, an informational campaign, etc. |
| **Campaign STOP Keyword** | Takes the form of 'STOP' [OPTINKEYWORD', essentially concatenated the keyword used to join the program with the word 'STOP'. So if the keyword to opt-in to a mobile program is 'JOIN', the campaign 'STOP' keyword would be 'STOPJOIN'. |
| **Dedicated Code** | Refers to a code that is dedicated to a specific content provider. For example, if we had a client, say, ACME, they may have a dedicated or vanity shortcode of 12345. They are the sole content providers on that shortcode. |
| **Keyword** | A word associated with a mobile campaign, i.e. 'JOIN'.  The keyword is the "entry" into the campaign.  The most common campaign types that use keywords for entry are informational, opt-in, and contests. |
| **Longcode** | A phone number consisting of country code and followed by the full phone number. |
| **MMA** | Mobile Marketing Association |
| **MO (Mobile Originated)** | The text message was sent **from** a mobile handset. |
| **MT (Mobile Terminated)** | The text message was sent **to** a mobile handset. |
| **Shared Code** | Refers to a shortcode that is "shared" by several content providers and is provisioned under one main responsible content provider. |
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|---|---|
| **Shortcode** | Usually a 5 or 6 digit code (in some rare cases, 4 digits are allowed – i.e, ACME (2263)); it can be a random (randomly generated and selected) or a vanity (selected specifically). A good analogy is license plates on cars – there is a standard charge for a random plate, but the consumer pays more to have a vanity license plate.<br><br>Shortcodes are only valid for specific geography in which they have been provisioned and approved. For example, a U.S. shortcode will not be recognized with mobile/network carriers in Canada or Mexico. |
| **SMS** | Abbreviation for Short Message Service. The synonym for a text message or the act of sending a text message. |
| **SMS Opt In** | An opt-in is an explicit request to participate in a specific mobile campaign. An opt-in for a mobile program can be requested from multiple communication channels, such as a) opt-in to mobile campaign through mobile channel, via KEYWORD; b) entering mobile number through a Web site/Web form/Web page; c) verbal/call center/written/IVR – where customer provides consent. |
| **UK Short/Long Code** | Short and long codes in the UK are valid for England, Scotland, Wales, and Northern Ireland. |
| **Universal (Global) STOP Keyword** | There are 5 universal STOP keywords that are mandated by the MMA. They are STOP, CANCEL, UNSUBSCRIBE, QUIT, and END.<br><br>Whenever a universal STOP keyword is received on a short code, the mobile subscriber is opted out of all campaigns on that short code and also "opted out" of the short code to ensure no further messages are sent to the mobile subscriber. Messaging will resume to that mobile subscriber after they initiate an MO to that shortcode and interact with the system again. |

**SMS Campaign Manager**

About the SMS Campaign Manager

Use the SMS Campaign Manager to create SMS campaigns. You can also view campaign reports. This is what the SMS Campaign Manager looks like:
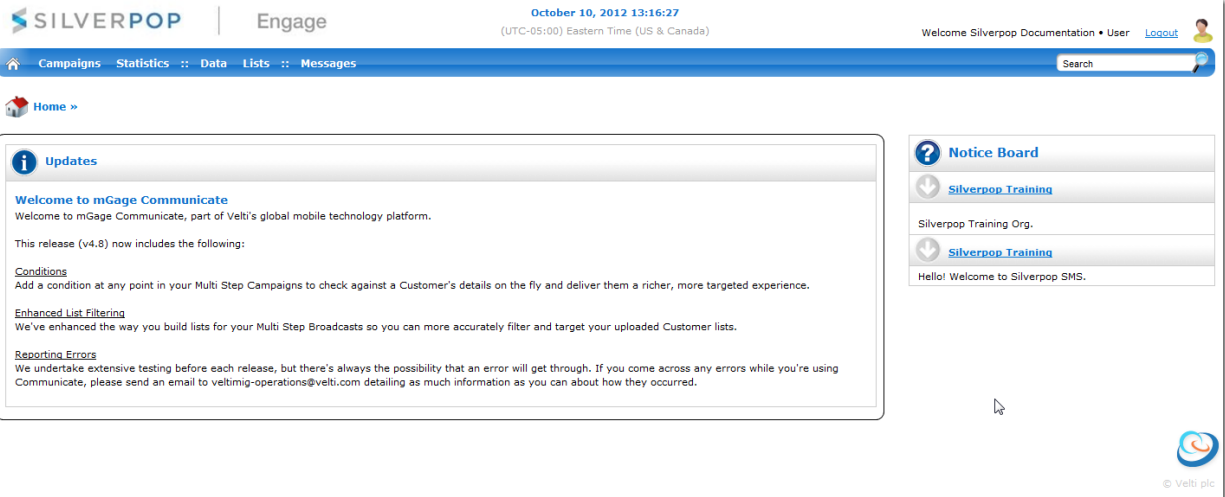
How do I access the SMS Campaign Manager?

Access the SMS Campaign Manager through Engage:

1. Browse to **Content** > **SMS**.

2. Click **Campaign Manager**.

3. The SMS Campaign Manager will open in your browser.



**Note:** Silverpop uses single sign-on, so you will not need to login to the Campaign Manager from a separate Web site.  However, you may need to log in the first time you access the Campaign Manager.

Organization Administrators must first enable SMS for a user in the organization. This setting is located in **Settings** > **User Accounts** > *select user* > **User Permissions**.

## What type of campaigns can I create?

We offer the following SMS campaign types:

**\*Text for Response:** Use this to get feedback from your contacts/recipients.

**\*Voting:** Use for customer surveys, opinions, and products that your customers want to see.

**\*Text to Screen:** Publish messages to an external system. For example, you can show messages on a big screen during an event.

**\*Competition:** Use text messages for competitions to increase responses and collect valuable mobile phone numbers.

**\*\*Multi-Step:** Configure to Opt-In a contact to an SMS Campaign and then push them to an Engage Database. User can also use this campaign type beyond Opt-In, such as a conversational message, survey, etc.

**\*\*Gateway:** Use to send an SMS from Engage.

\*Currently, Silverpop does not provide Online Help documentation for these campaign types. Please access Help from the SMS Campaign Manager.

\*\*Multi-Step and Gateway campaigns are integrated with Engage. As a result, you will find supported documentation in Online Help.