

How To Guide

From sending a message to tracking your URL link, you'll be a texting pro in no time with this handy guide that will take you through the SMS platform step-by-step.



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Uploading Contacts

The thought of uploading tonnes of contacts at once can seem daunting...but it's really not, uploading contacts is a breeze – trust me!

Let's get your first group set up...

STEP 1:

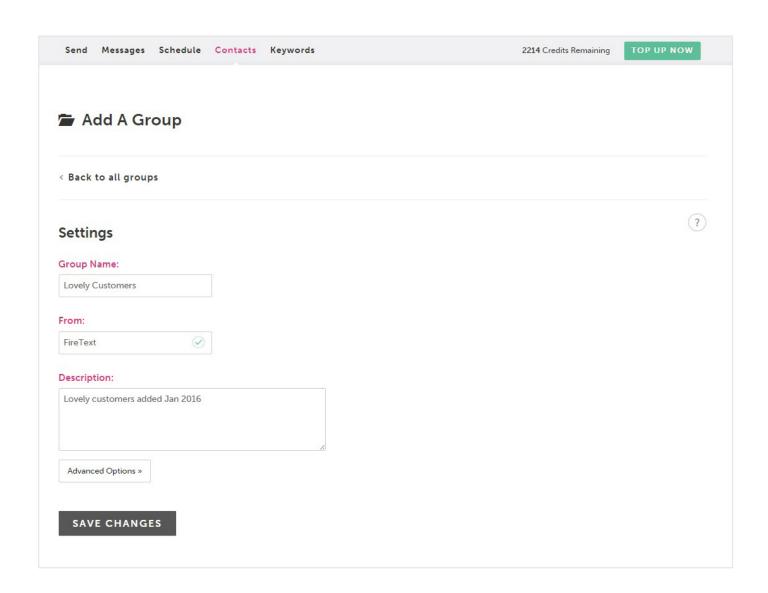
Head to the CONTACTS tab in your account and click ADD CONTACTS

STEP 2:

Here's where you ADD A NEW GROUP or select an existing group from the drop-down list

You can name your group whatever you like! The **FROM** box is your senderID (No more than 11 alphanumeric characters)

If you don't have a group description, not to worry, you can just pop the name of the group in the description box (this is just to remind you what the group is for.





Uploading Contacts

STEP 3:

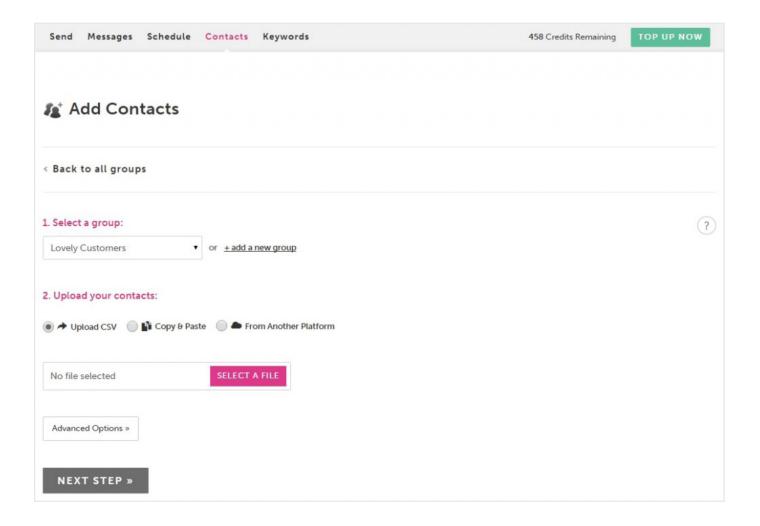
When you're happy you can SAVE CHANGES and you've created a new group

Now you can start adding some numbers!

Your new group should already be selected in the select a group box

STEP 4:

Make sure the **UPLOAD CSV** option is ticked if uploading a file, if you want to manually enter your numbers tick the copy and paste option



STEP 5:

Now select your file, or enter your numbers and hit ${\bf NEXT\,STEP}$

STEP 6

Here a **MATCH COLUMNS** box will appear, this just gives you a chance to confirm that your data is under the appropriate column headings

STEP 7

When you're happy click UPLOAD CONTACTS and you're done



Sending a Message

Sending a message has never been so easy!

STEP 1:

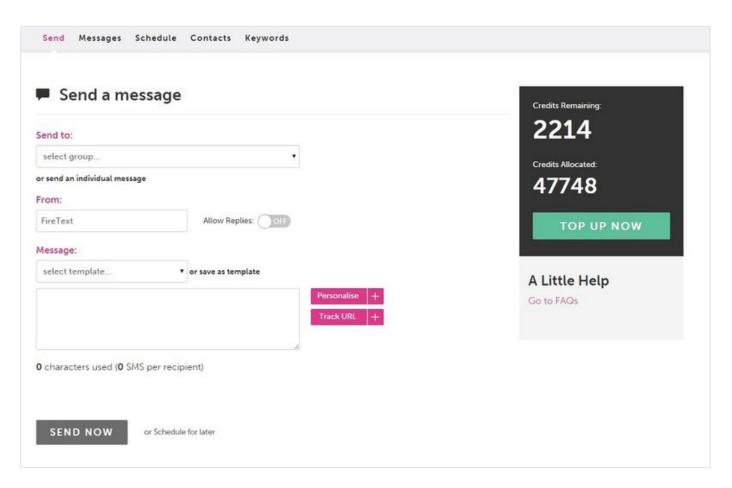
Go to the **SEND** tab

STEP 2

Select a group in the **TO** drop down box, or, if you want to send an individual message click **SEND AN INDIVIDUAL MESSAGE** underneath the drop down box

STFP 3

Enter your senderID in the **FROM** box (remember this must be between 3-11 alphanumeric characters)





Sending a Message

Now it's time to compose your message (you have a character count underneath the message box to help you keep tabs on how long your message is).

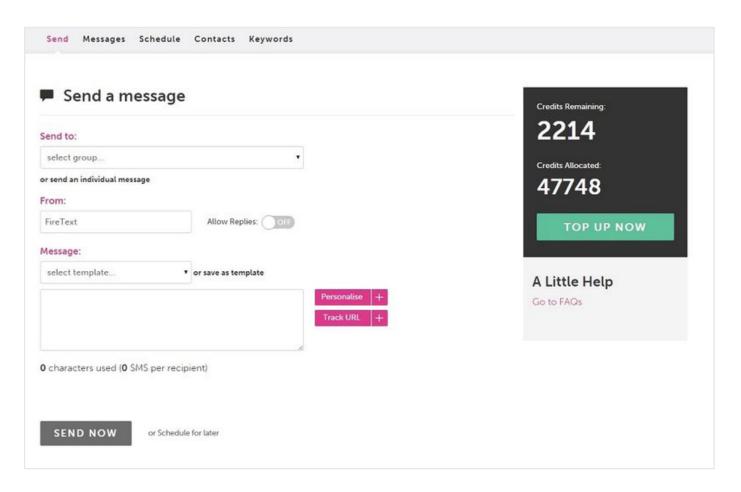
1 credit is a 160-character message, you can have up to 612 characters in one message.

STEP 4:

When you're happy hit **SEND**

STEP 5

You'll be asked to confirm the amount of credits by clicking **SEND NOW**



Good work you've just sent your first message!



Analysing your Message

Make sure that you're up to date with your campaign's delivery status after sending! Once your message has been sent, FireText makes it really easy to analyse your message details.

STEP 1:

Head into **MESSAGES**

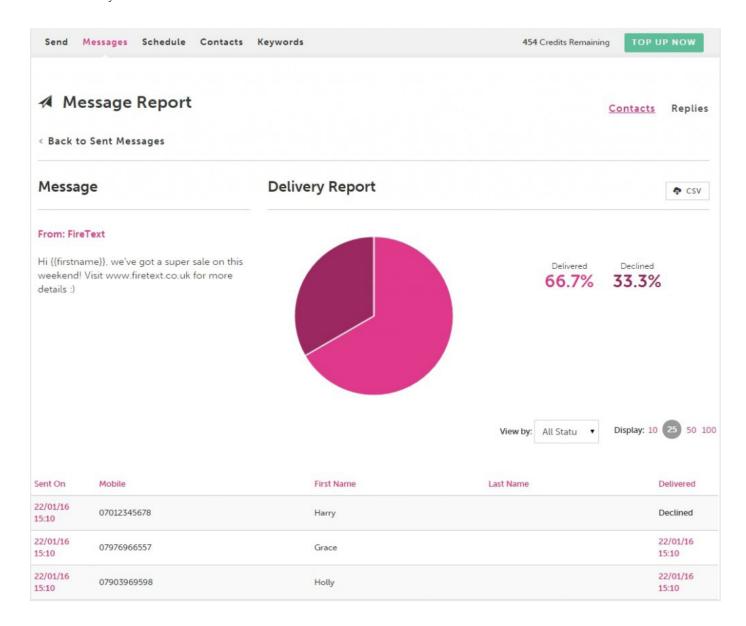
STEP 2

Then to **SENT MESSAGES**

STEP 3:

Click **VIEW** next to the message campaign you want to analyse

Here you can view who the message was sent to, the time and date of when the message was sent and the current delivery status...





Analysing your Message

Delivered – Your message has successfully been received.

Declined – Unable to deliver (e.g. out of signal / phone switched off / inactive number).

Sent to Network – The phone network is still attempting to deliver the message.

Unconfirmed – Your message has yet to be confirmed by the network.

Handy tip! if you wanted to download your analytics into a CSV file, just head to the CSV button on the right-hand side of the page.



Unsubscribe a Contact

Want to make sure you don't contact someone again? Simple, unsubscribe them from your contacts...

Once you've unsubscribed someone, they will be placed in an unsubscribed list that you'll be able to view but you won't be able to contact again.

STEP 1

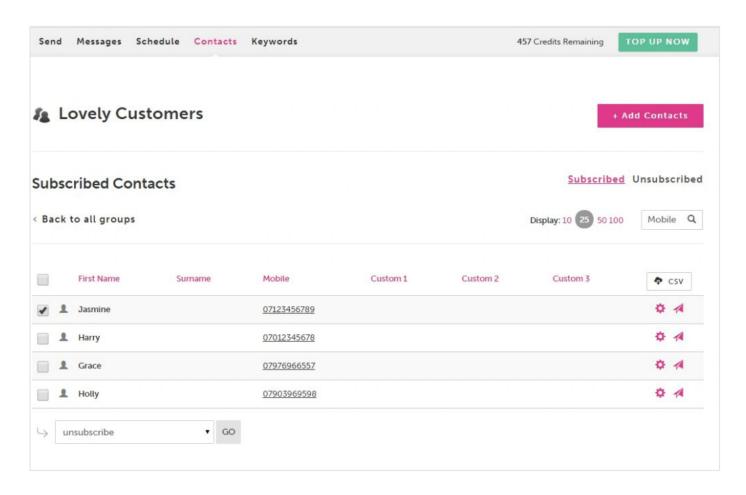
First head in to ALL CONTACTS

STEP 2:

Find the contact you want to unsubscribe

STEP 3:

Tick the box next to their name



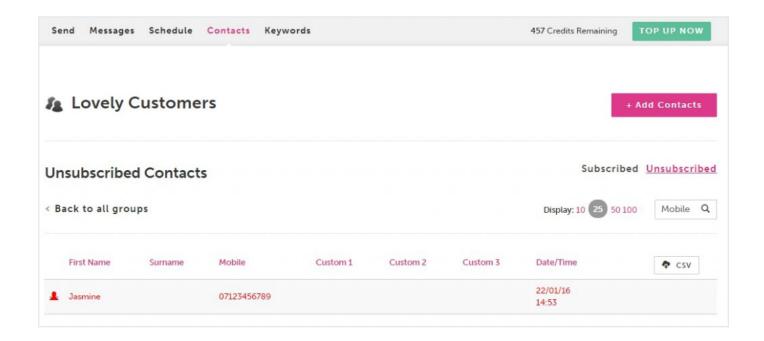


Unsubscribe a Contact

STEP 4:

Scroll to the bottom of the page and select **UNSUBSCRIBE** from the drop down list

To view your unsubscribed contacts, hit the UNSUBSCRIBED tab next to subscribed



Handy tip! You can download your unsubscribed contacts into a CSV file...

Just head to the bottom of the page in **ALL CONTACTS** and select **DOWNLOAD UNSUBSCRIBED**



Add a Forward

Never miss a trick...forward reply messages to your own mobile phone, email address or HTTP Post!

Hint: To receive replies you will need to have a reply number.

STEP 1:

First, let's head to the **KEYWORDS** tab

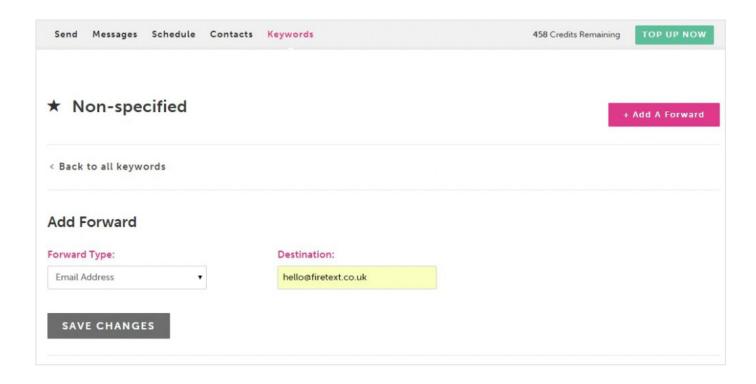
CTED 2

Next click FORWARDS next to the reply number

STEP 3:

Now select **ADD A FORWARD**

Here you can either select **EMAIL ADDRESS**, **MOBILE NUMBER**, or **HTTP POST** (depending on where you want to forward your message)



STEP 4:

Now enter your email address, mobile number, or HTTP Post destination and SAVE

Congratulations! Your forward has been set up.



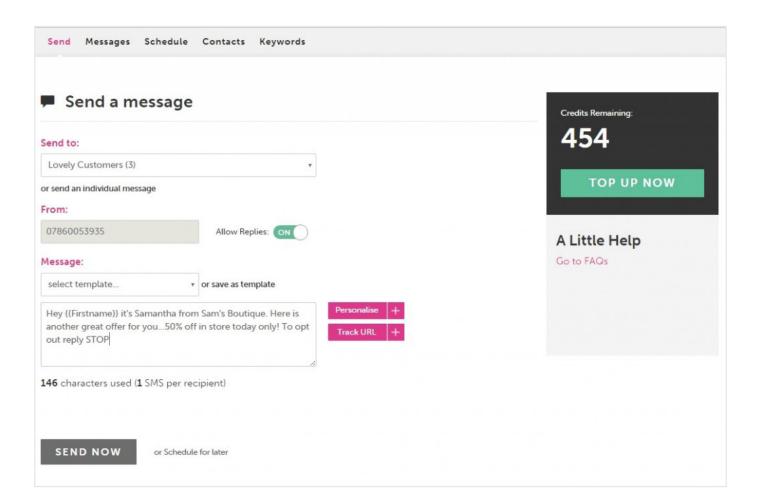
Offer an Opt-Out

We always advise offering an opt-out in your message as it ensures that you do not contact anyone that doesn't want to be contacted again.

Here you have two options:

If you already have a reply number, you can simply ask them to reply **STOP** to your number. For example, 'Reply STOP to unsubscribe'.

If you want customers to reply to opt-out, you must send with your number in the From box, this can be done easily by clicking **ALLOW REPLIES.**



If you don't have a number, we can offer a personalised **STOP keyword** on our shared short-code; **82228**.

Here you can keep it short and sweet if you don't want to use up too many characters. For example, 'Opt out? Text SBSTOP to 82228'

You will need to put this caption in the body of your message somewhere.



Remove a Number

If you want to remove/delete a number from your contacts but you don't want to unsubscribe them permanently, here's what to do...

STEP 1:

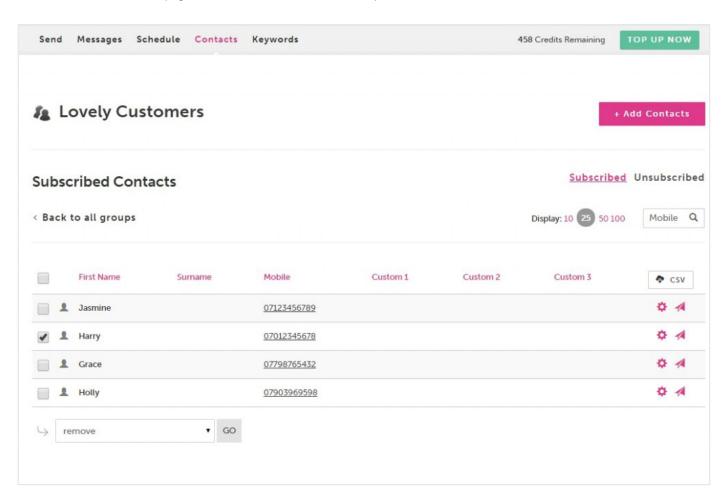
Head to **ALL CONTACTS**

STEP 2:

Tick the box next to the contact you want to remove/delete

STEP 3:

Scroll to the bottom of the page and select **REMOVE** from the drop-down list



Handy tip! If you want to re-add this contact at anytime, you can simply upload them to your contacts again



Create a Template

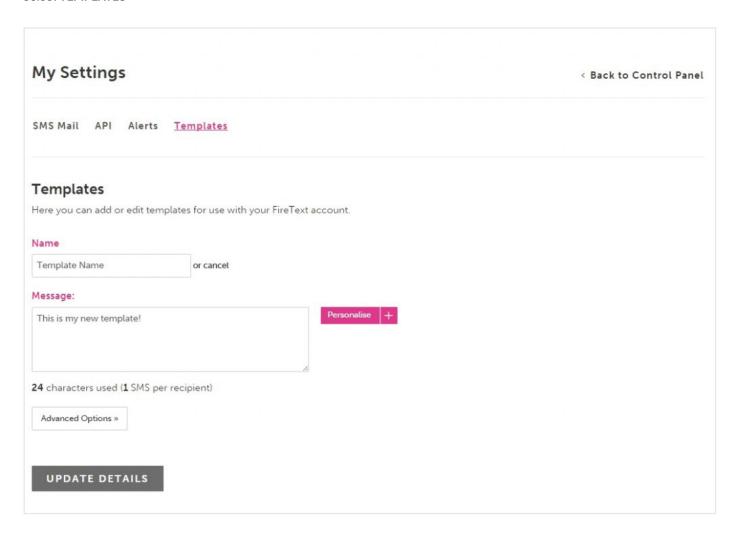
Want to save time? Try creating a template or two, or three, or four...

STEP 1:

Head to **SETTINGS**

STEP 2:

Select **TEMPLATES**



SAVE AS TEMPLATE

Here you can name your template



Create a Template

Want to save time? Try creating a template or two, or three, or four...

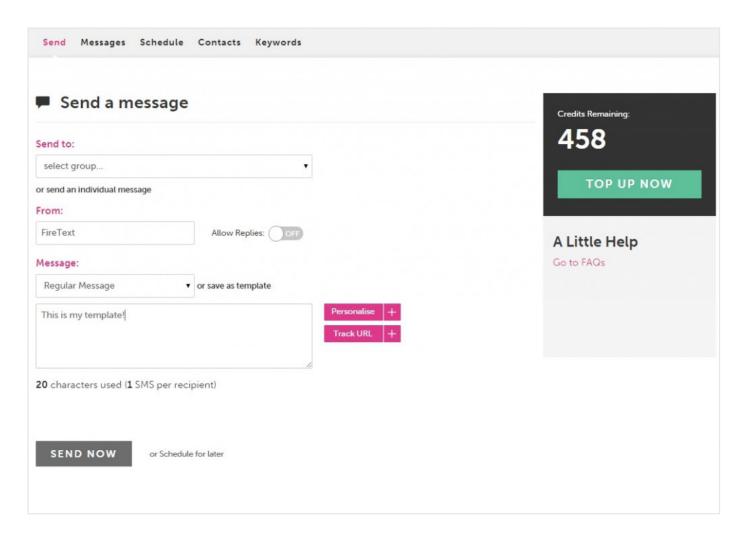
STEP 3:

Compose your message in the box

STEP 4

To save hit **UPDATE DETAILS**

You can then choose this template on the SEND tab





Whitelist an Email

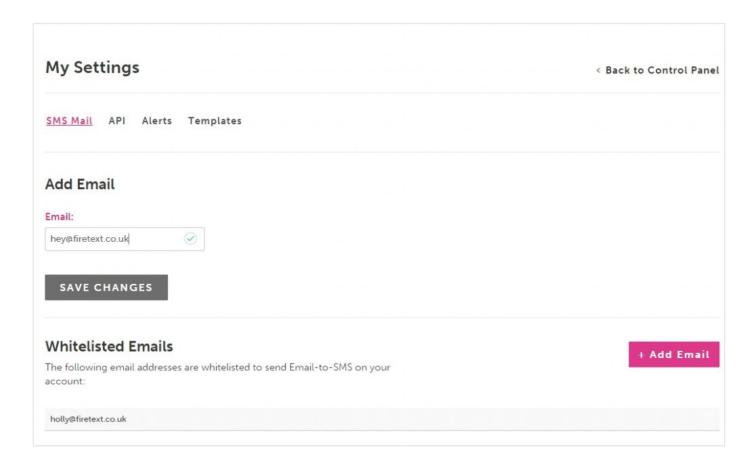
Adding users to your email whitelist is really easy and means multiple users can send messages via their email.

STEP 1:

Head to **SETTINGS**

STEP 2:

Click SMS EMAIL



STEP 3:

ADD EMAIL

STEP 4:

SAVE CHANGES

Easy!



Set Low Alert

Make sure you never run out of credits by setting a low-alert threshold.

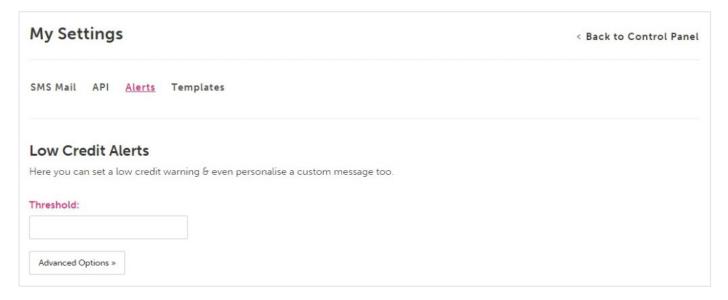
This will alert the email address that the account is under when you're running low on credits.

STEP 1:

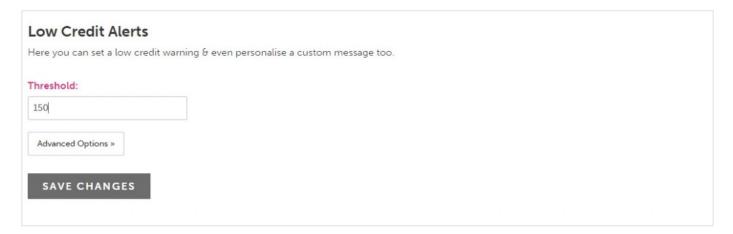
First, let's head to **SETTINGS**

STEP 2:

Now click **ALERTS**



Here you can enter the amount of credits you want to trigger a low alert.



STEP 3:

Now **SAVE CHANGES**



Send SMS from your Email

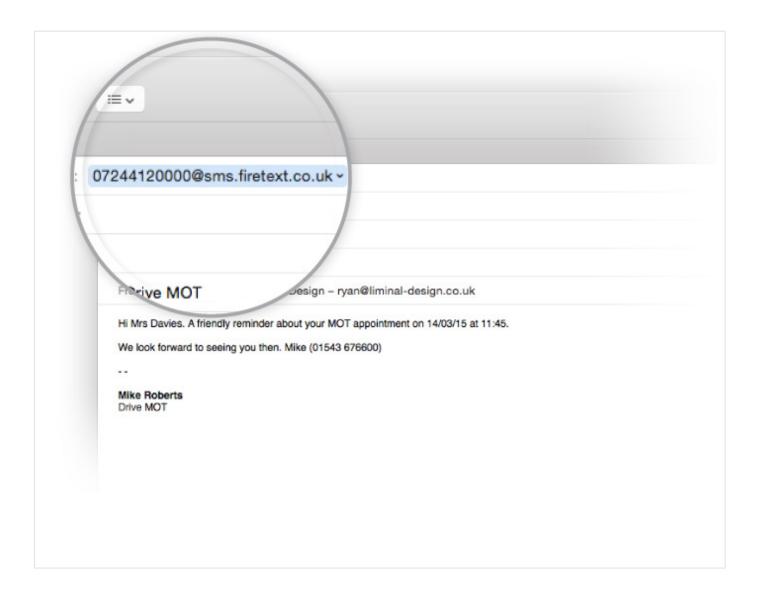
It's all getting very clever now... let's try sending a text message from our email account!

STEP 1:

Open a new email in your email account

STEP 2:

Address the email to (mobilenumber@sms.firetext.co.uk)



STEP 3:

The subject line is your senderID (remember this can't be over 11 alphanumeric characters)



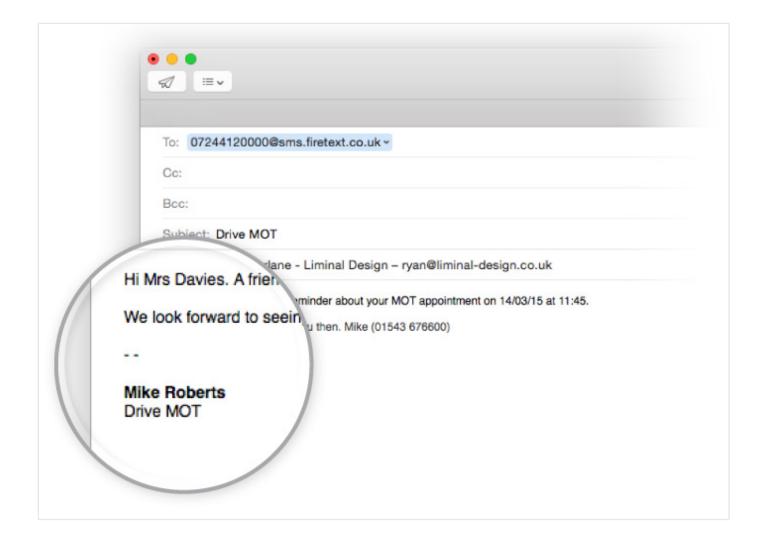
Send SMS from your Email

STEP 4:

Now you can compose your message (as if you were writing a normal text message)

STEP 5.

If you want to be 100% sure that the message is sent without any additional email signatures hit enter and finish your message with a - -



STEP 6

That's it, hit send and FireText will turn it into an SMS instantly!

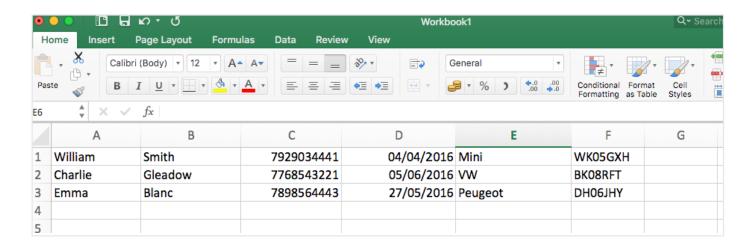


Personalise your Message

Add that extra personal touch to your SMS campaigns!

STEP 1:

Prepare your CSV file (see below). This is just an Excel spreadsheet saved in a CSV format



You have enough room to upload a person's first name, last name, mobile number, and three additional custom fields if you want to.

STEP 2:

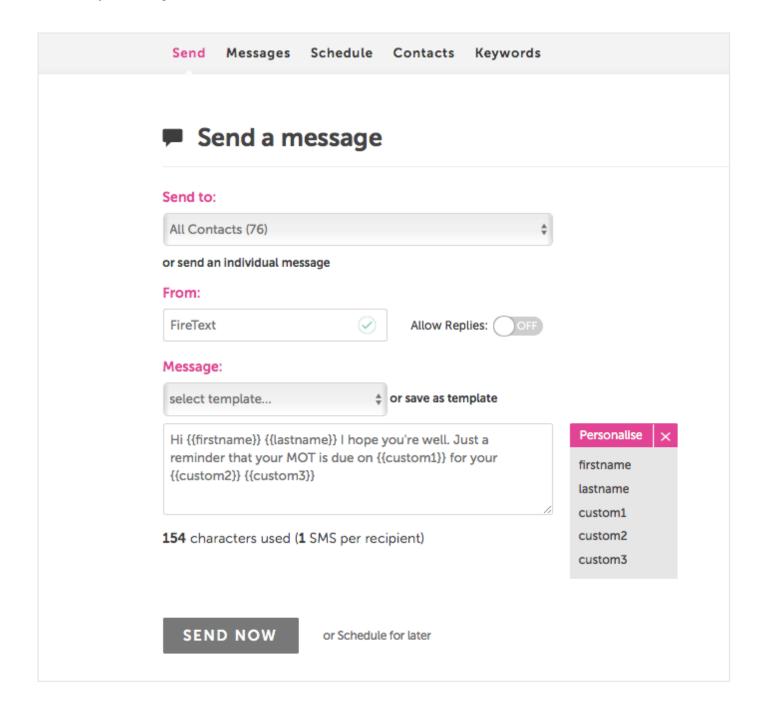
Upload your CSV file to your FireText account (see page 3)



Personalise your Message

STEP 3:

Head to the SEND tab, and compose your message by using the personalisation tool to merge each contact's details into your message (see below)



When you send your message, it will pull through the information associated with that contact looking like you've written the message just for them.

That's it, you can now start personalising your campaigns!

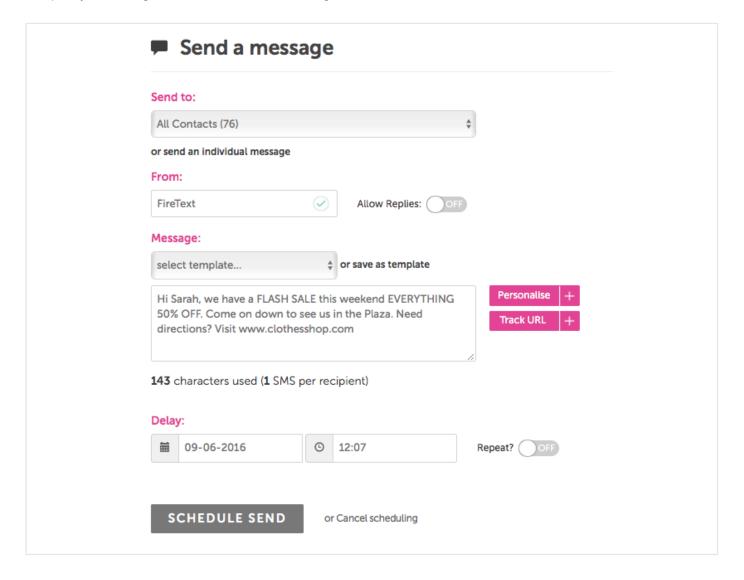


Schedule a Message

With FireText's handy scheduling tool you can schedule your message to go out whenever you want!

STEP 1:

Compose your message as normal, but instead of hitting SEND select SCHEDULE FOR LATER (see below)



STEP 2

Enter the date and time of when you want the message to send. (you can repeat the message to go out every X days until XX-XX-XXX by hitting the **REPEAT**? button if you need to)

STEP 3:

When you're happy hit SCHEDULE SEND

You can view your scheduled messages under the SCHEDULE tab in your account.



Move Contacts Between Groups

Once you have uploaded a contact, you can add it to as many different groups as you like!

STEP 1:

Head to **CONTACTS**

STEP 2

Find the contact that you want to add to another group

Hint – You can search for a number by scrolling to the bottom of the page and entering the number into the search box.

STEP 3:

Hit the EDIT TOGGLE next to the name

STEP 4:

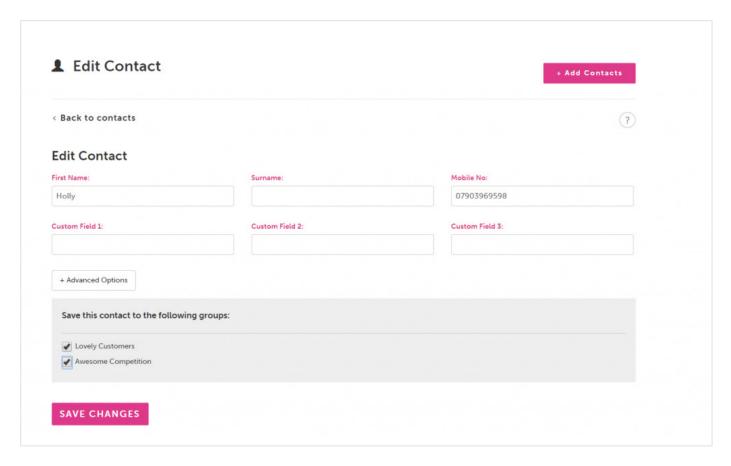
Click on **ADVANCED OPTIONS**

STFP 5

Select the groups that you want to move the contact into

STEP 6:

SAVE CHANGES



There you go, simply choose which groups contacts are part of at the click of a button.



Track your URL

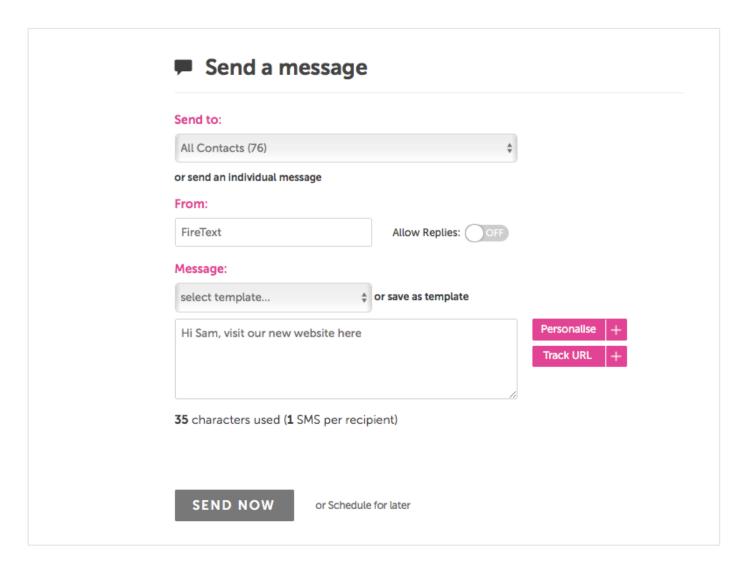
Track how many people are clicking on your URL link with FireText's handy URL Tracker!

STEP 1:

Head to the SEND tab and compose your message as normal

STEP 2:

Just before you enter your URL link hit the TRACK URL button on the left-hand side

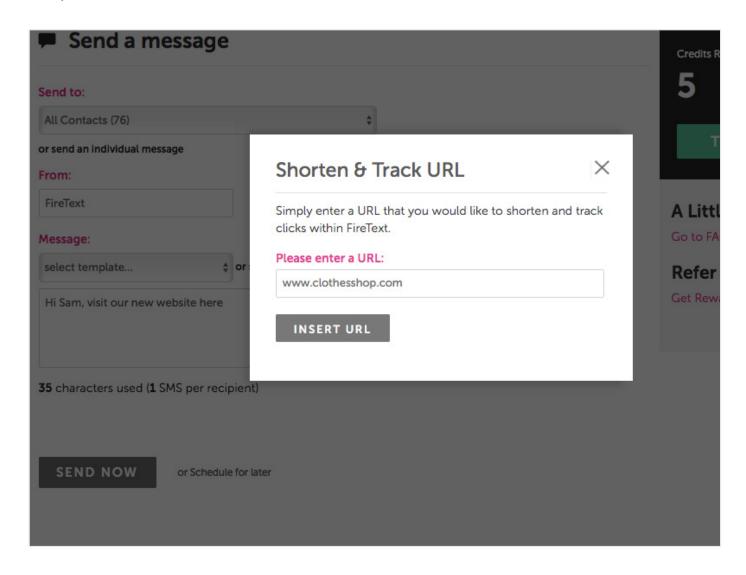




Track your URL

STEP 3:

Enter your URL link in the box and hit INSERT URL

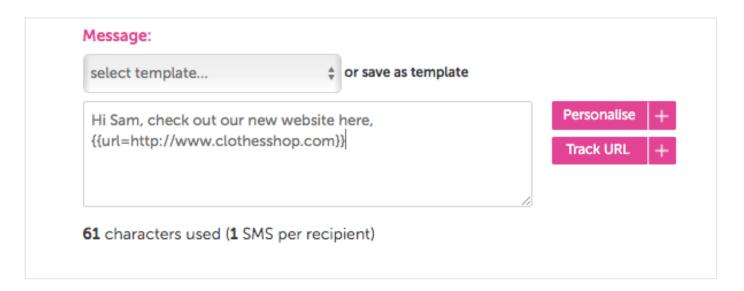




Track your URL

STEP 4:

Your link will now have some code around it (make sure that you have a space before and after the link)



You can track your clicks in

MESSAGES > SENT MESSAGES > VIEW next to the campaign with the link in > CLICKS



Don't worry if you get stuck, help is at hand!

Online

There's loads of ideas, news, buzz and fun stuff from the weird world of SMS on our blog.

For answers to the the most frequently asked questions, head to our FAQs.

If you want more handy guides like this one, there's plenty to choose from in our Knowledge section.

Real People

Jump on the live chat with one of our SMS experts on the website and in the web-app.

Sometimes you just want to pick up the phone, give us a call on **0800 038 55 22**.

You can email hello@firetext.co.uk or find your dedicated account managers email when logged in to your account.

Want to go through all of this with live examples? Book a personal demo with one of whizz kids and we'll do just that.

Text us

HELLO to 82228

Talk to us

0800 038 55 22

Visit us

firetext.co.uk

Write to us

hello@firetext.co.uk

Join the conversation







