

# How to Run a Keyword Campaign

## Definitions of a Keyword and a Short Code

Mobile marketing "Keyword:"

• A word (combination of letters, numbers) that people text, using their mobile phone, to get something in return – one time offer or offers on a recurring basis.

#### Short Code:

• A short phone number – usually 5 or 6 digits long, used in mobile text campaigns.

#### What is a Mobile Text Campaign?

People use their mobile phones to text a keyword to a short code.

e.g. Text DEMO to SHORTCODE for a 20% off coupon.

DEMO is the keyword. The short code is SHORTCODE.

We will be reviewing how to run the type of campaign known as a **Keyword Campaign**.

### How to Create a Keyword Campaign

1. Under the Campaigns tab in the Client Marketing Center area, click Keyword.

Home	Campaigns	Groups	Scheduling	Tools	Reports
Currently Sche	Blast Keyword		Latest Blasts		
Name	Voting / Polling	е	Name	Ser	nt
	Auto Responder				
	Text2Screen				
	Survey				
	Text2Win				

2. In the Keyword section, click Create.

Demo Site 2	Mobile Market	ting	Keywo	rd			Help Log Out
Home	Campaigns	Groups	Scheduling	Tools	Reports	Administration	
Create	Create Range	Reporting	Active	0 total record	ds. lot scheduled		Search Clear
Name -		Keyword		Messa	ige	Schedule	2
Demo Site 2							

- 3. Name the campaign.
- 4. Pick a Keyword.
  - "Available" will show if it's not in use.
  - "In Use" will show if someone else is using it.

	aroups	Scheduling	10015	Reports	Administration	
ord Campaign						
Campaign Name:	Demo Test			/		
ampaign Keyword:	Sample		Available			
★Reply Message:						
	Remaining Ch	aracters: 160				
Reply Message 2:						
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Attachment:			Browse			
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- 5. Type in the Reply Message.
  - Starred items must be filled out.
  - Use the proper format for a text message.
  - If needed, fill out Reply Message 2.

## 6. Add attachment (optional) – click "Browse"

• jpeg & gif, 64mb. The attachment is sent as a separate message.

Home	Campaigns	Groups	Scheduling	Tools	Reports	Administrati	on
Edit Key	word Campaign						
	★Campaign Name:	Demo Test			1.		
*	Campaign Keyword:	Sample		Available			Pizza Shop: Text SAMPLE for
	★Reply Message:	Pizza Shop: Te: More coupons Terms bit.ly/xxx	xt SAMPLE for 2for1 ( 2 come. <u>Msg</u> &Data   XXX	Coupon med pizza 1 Rates May Apply. Re	topping. Exp 4 ply STOP 2end.	-30-11. .#	2for1 Coupon med pizza 1 topping. Exp 4-30-11. More coupons 2 come. Msg&Data Rates May Apply. Reply STOP 2end. Terms bit.ly‰xxxx
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	Attachment:	Remaining Cha		Browse			
		<u>+ Show advanc</u>	ed features				
Cancel	Save Sa	ve and Schedule	2				

# 7. Click **Save** to save campaign information.

8. To set a schedule, click **Save and Schedule**.

Set Keyvord Campaign     * Campaign Nam:   * Repty Message 2:   Repty Message 2:   Repty Message 2:   Binard Campaign Nam:   * Repty Message 2:   Repty Message 2	lome Campaigns	Groups	Scheduling		Reports	
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### 9. Select the Starting and Ending Date, Time and Time Zone.

	Home	Campaign	5	Groups	Scheduling	Tools	Reports	Administration
Sch	eduling Keyword	l: Demo Test						
$\bigcap$	<ul> <li>Scheduling</li> <li>Start Date</li> </ul>							
	04/16/2011	12:00 💌	AM 👻	Eastern	•			
	On-going							
	End Date							
	04/17/2011	12:00 🔻	AM 🔻	Eastern	-			
C	ancel La	unch						

10. If an ongoing campaign, click On-going.

11. Click Launch. Campaign is not live or Active until it is launched.

Home	Campaigns	Groups	Scheduling	Tools	Reports	Administratio
eduling Keywor	d: Demo Test					
<ul> <li>Scheduling</li> <li>Start Date</li> </ul>						
04/16/2011	12:00 - AM	▼ Eastern ·	•			
On-going						
End Date 04/17/2011	12:00 - AM		•			
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	Innen					
			6			

#### 12. Active Campaigns are highlighted in green.

Home	Campaigns	Groups	Sched	uling	Tools	Reports	Administration
Create	Create Range	Reporting	(	Active	1 total records.	cheduled	Search Clear
Name 🔻		Keyword	Message	$\supset$		Schedule	
Demo Test		Sample	Pizza Shop:	Text SAMP	LE for 2for1 Coupor	n me04/16/201 <sup>.</sup>	1 00:00:00 EDT to 04/17/2011 00:00:00 EDT

- Expired campaigns are highlighted in grey.
- Campaigns that are not scheduled are highlighted in white.

13. Active campaigns will show on the calendar by clicking Scheduling.

Home	Campaigns	Groups Sche	eduling Tools	Reports Adm	ninistration	
			Mar-2011 April 201	11 <u>May-2011</u>		
_						
Sunday	Monday	Tuesda	y Wednesd	day Thursday	/ Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16 1 - Keyword
17 1 - Keyword	18	19	20	21	22	23
24	25	26	27	28	29	30

14. A New Group is created for the Keyword and it shows under the Groups & Members area.

• The Campaign shows under Campaign Distribution and in graphic.

							oumpaign bistribut	•
Name	Schedule			Name	Sent		Blast	
							Keyword	(
							Voting/Polling	
							Auto Response	
							Text2Screen	
							Surveys	
							Text2Win	
Group Name	<u> </u>	Opt-Ins Op	-Outs	Total Count	Creation Date			
#Hit Keyword 'San	iple'	0 0		0	2011-04-16 19:2	6:02		
	-							