

SMS Marketing with Shortcuts

This document will take you through the necessary steps to send SMS marketing text messages using your Shortcuts client data.

There are two steps involved in sending SMS marketing messages to your clients:

- Signing up for a **messagingmedia** account, and
- Use the **Broadcaster** web-based software program to send messages.

Signing up for a messagingmedia account

Before you can use the Broadcaster software, you will need to sign up for a messagingmedia account and obtain a username and password. **Please note: you need a different username and password than the one you use in Shortcuts for appointment confirmations.**

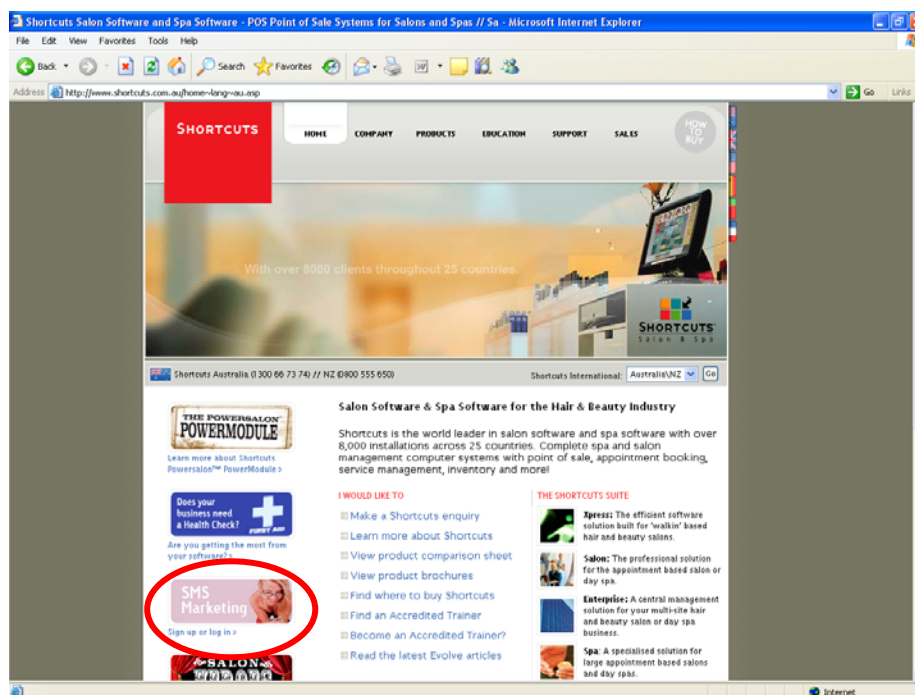
THIS STEP ONLY NEEDS TO BE DONE ONCE.

If you already use SMS Confirmations through messagingmedia:

- Contact messagingmedia on 1800 009 767 to add your SMS Marketing username.

Otherwise, there are two methods of signing up for a messagingmedia account:

- a. Visit the Shortcuts website at <http://www.shortcuts.com.au/> and click on the **SMS Marketing** link in the side-bar as shown below.



This will take you to the SMS Marketing web page. Click on the link under the **Sign up to use SMS Messaging** heading to go to the messagingmedia registration webpage. Simply follow the steps provided on the screen to sign up for an account.

- b. Contact messagingmedia on **1800 009 767** to sign up for an account. Remember to mention that you are a Shortcuts user!

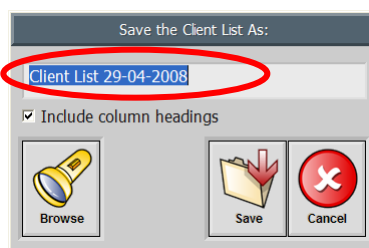
Using the Broadcaster Program

The Broadcaster program is a web-based program that send SMS messages to your clients. It can be accessed from any computer with Internet access. There are two steps involved in this process:

- Save your client data from Shortcuts
- Run Broadcaster and create/send your message

Save your client data from Shortcuts

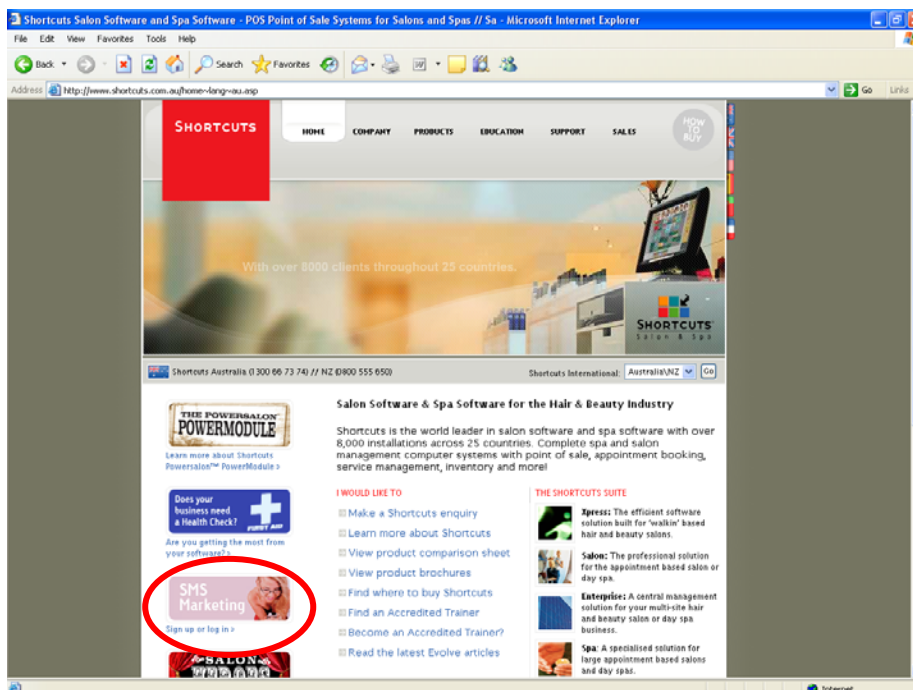
1. Use the Marketing screen in Shortcuts to specify search criteria for the SMS marketing campaign.
2. Click the **Compute** button. Shortcuts will generate a list of clients to match the search criteria. The 'Clients Selected by Marketing' screen will appear, displaying the defined list of clients.
3. Tick the **No mobile** exclusion option to remove all clients who do not have a mobile phone from this list.
4. Click the **Save** button. The Save the Client List As window will appear.



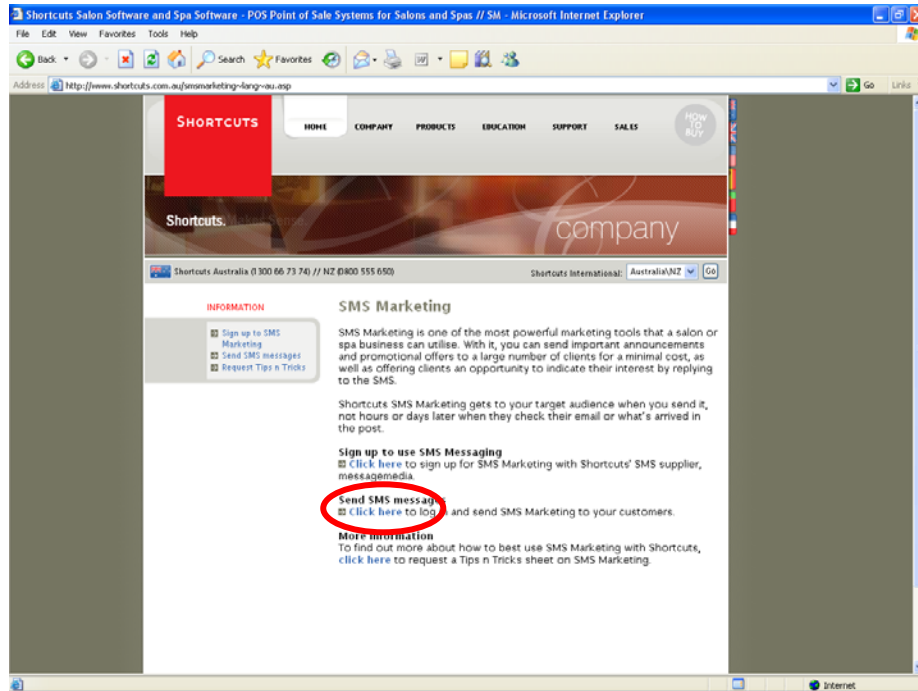
5. Type in the name that you would like to save the client list under. For example, if you generated the client list on the 29th April 2008, you could name the client list 'Client List 29-04-2008'.
6. Click the **Save** button. These clients will now be saved to this file name in the following directory:
C:\Program Files\Shortcuts Software\Point Of Sale\Letters

Run Broadcaster and Create/Send your Message

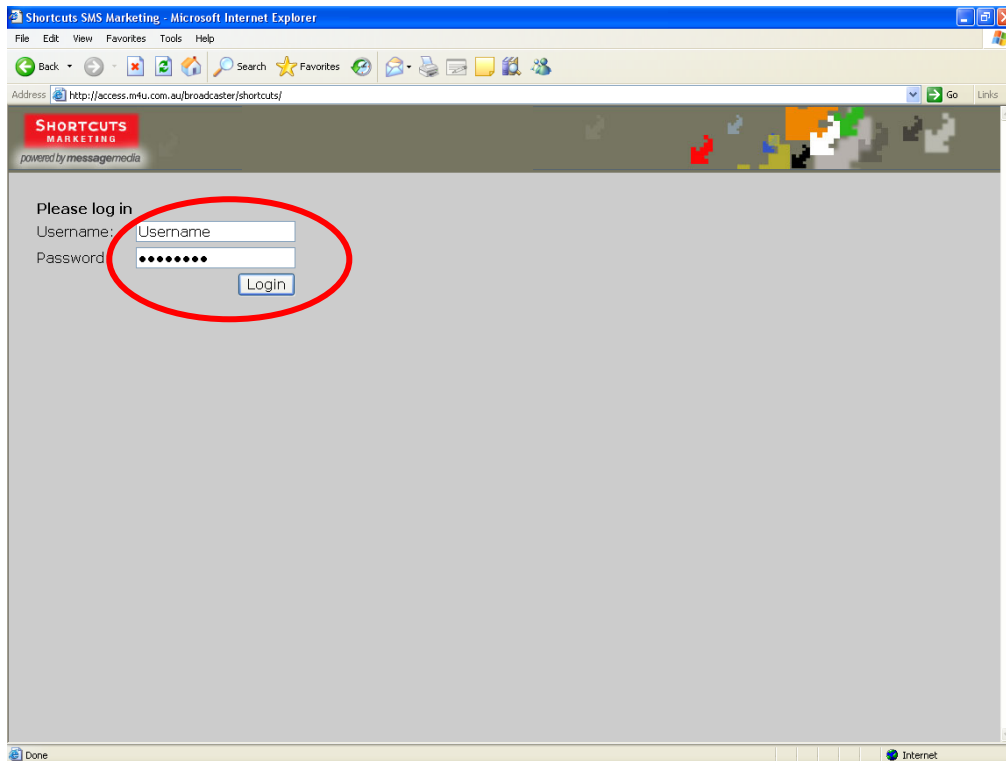
1. Run Internet Explorer and type in <http://www.shortcuts.com.au> in the URL field, then hit **Enter**. The Shortcuts website will appear.



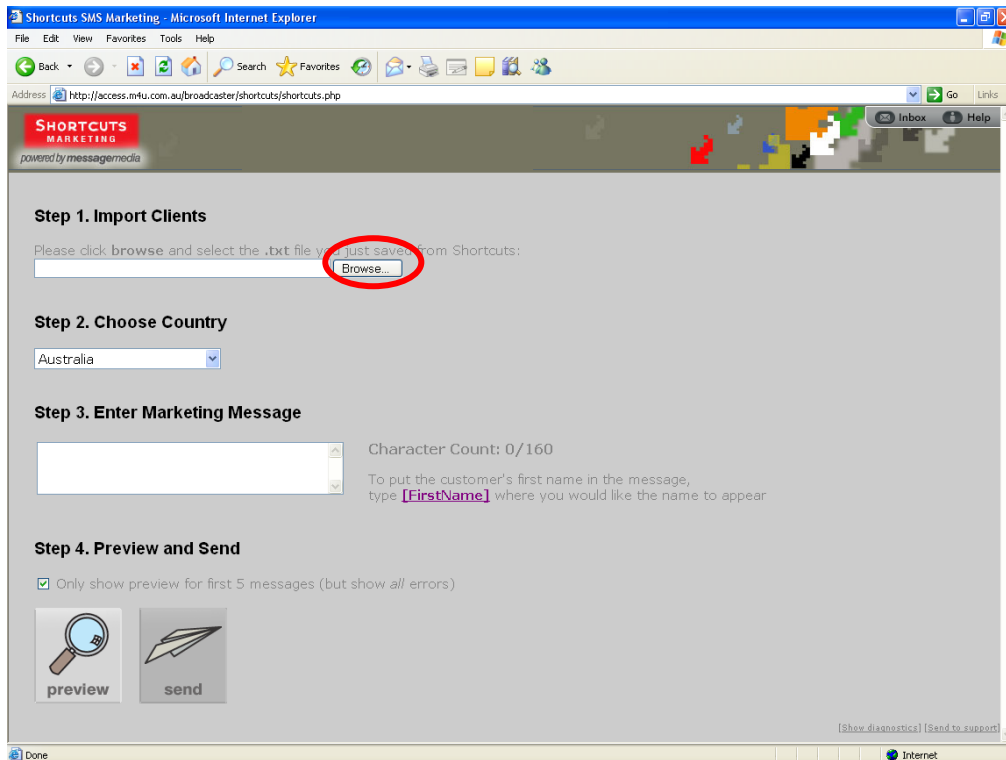
2. Click on the **SMS Marketing** link in the side-bar as shown below. The SMS Marketing web page will appear.



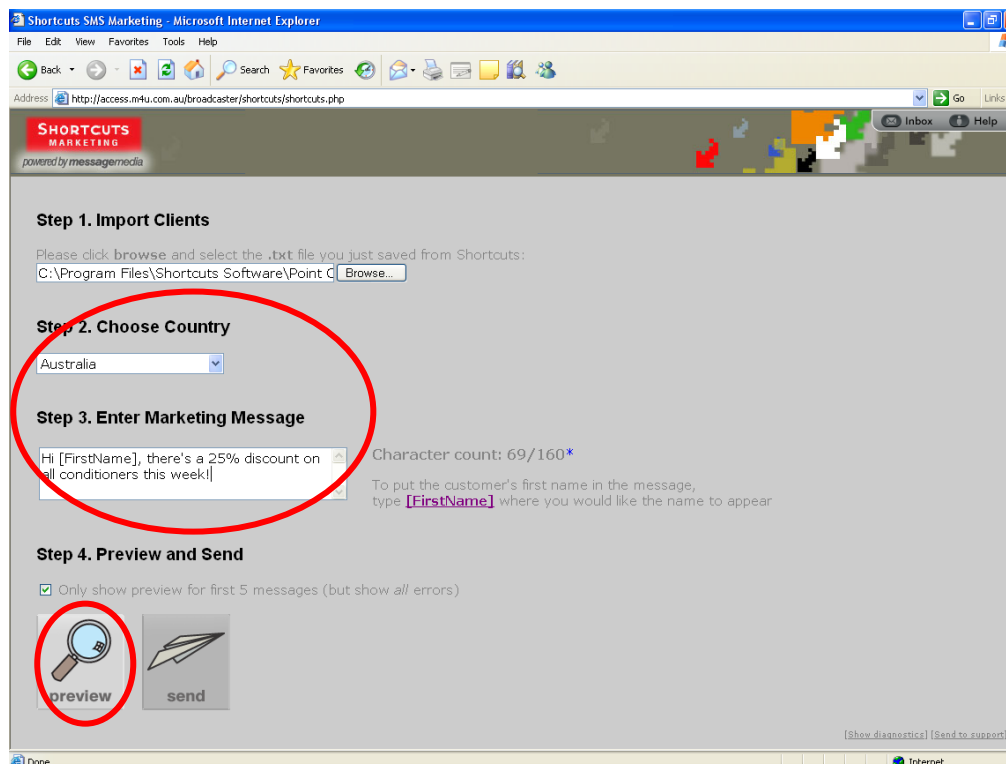
3. Click on the link under the **Send SMS messages** heading to go to the Shortcuts Marketing web page.



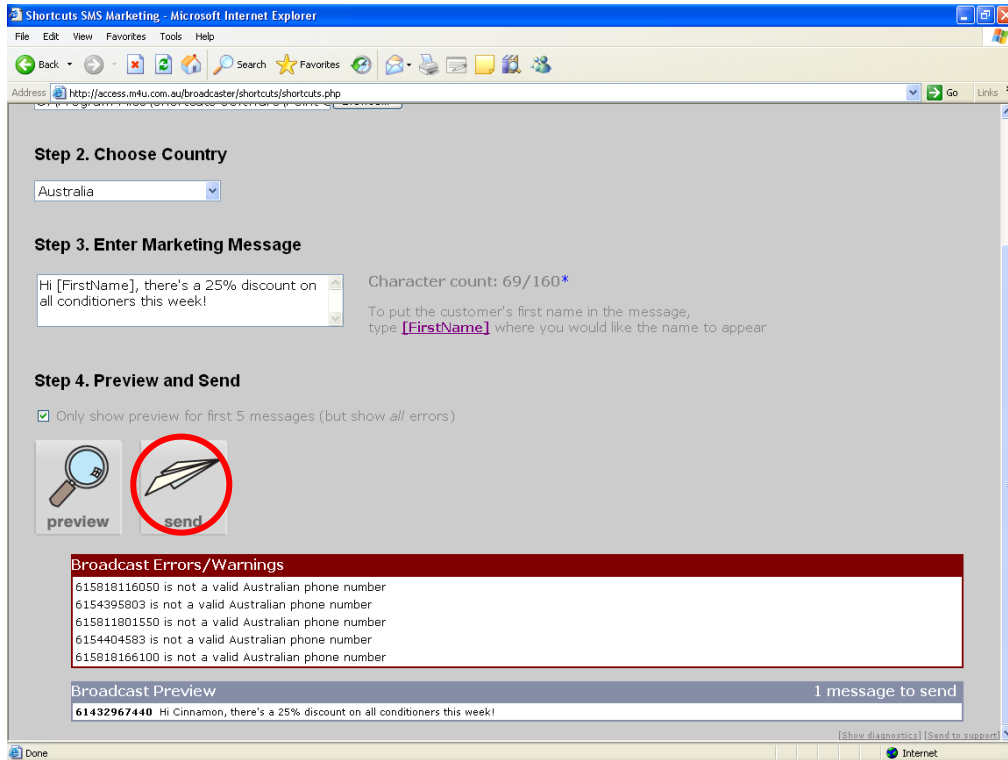
4. Enter your username and password into the appropriate fields, then click the **Login** button. The main SMS Marketing screen will appear.



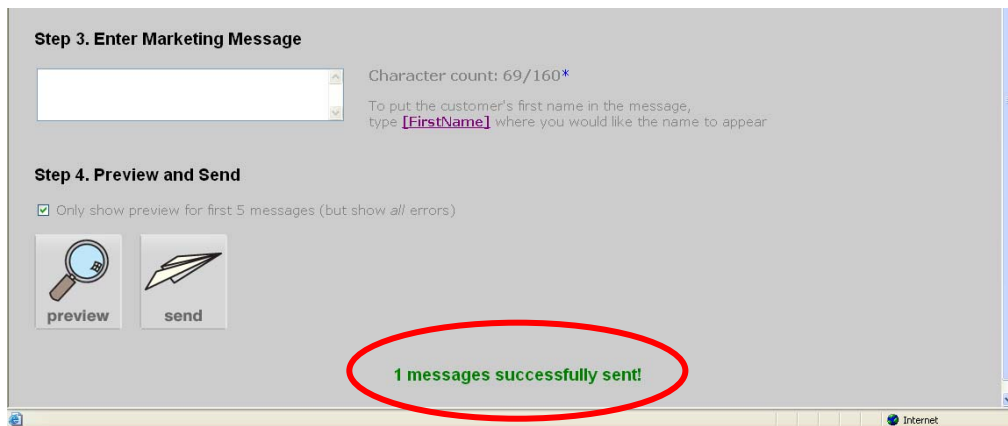
5. In the Step 1. Import Clients section, click the **Browse** button. The Choose File window will appear.
6. Search for and select the relevant txt file, then click the **Open** button.
7. In the Step 2. Choose Country section, click to select the appropriate country from the drop-down list.
8. In the Step 3. Enter Marketing Message section, type your message into the text field provided. Ensure that your message contains all the information you require, including your salon name and telephone number.



9. Once you have finished typing your message, click the **Preview** button to see what your message will look like. Doing so will also display any potential errors (such as clients with invalid mobile numbers).



10. Once you are happy with your message, click the **Send** button to send your SMS message.
11. Broadcaster will display the number of messages that were sent successfully at the bottom of the screen.



You have finished sending your SMS messages to your clients!



After you have hit Send, Broadcaster will also display a list of people that were unable to be sent a message.