

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 **TextME™** account, and
- Use the **TextME™** webpage to send messages.

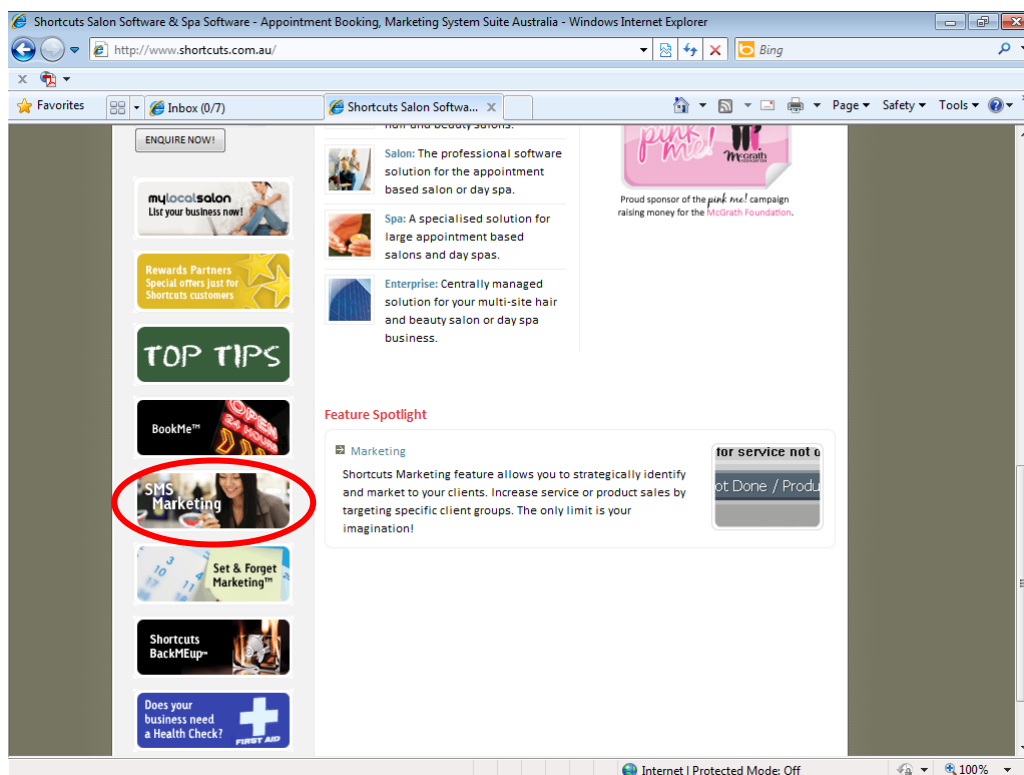
Signing up for a TextME™ account

Before you can use the TextME™ webpage, you will need to sign up for a TextME™ account and obtain a username and password.

THIS STEP ONLY NEEDS TO BE DONE ONCE.

There are two methods of signing up for a TextME™ 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 that reads **Sign up for SMS Confirmations** to go to the TextME™ registration webpage. Simply follow the steps provided on the screen to sign up for an account.

- b. Contact the Shortcuts Business Development Team on **1300 66 73 74** to sign up for an account.

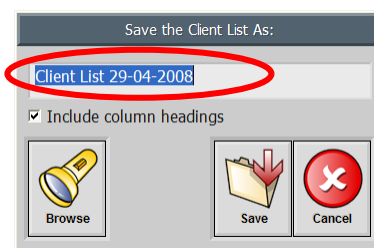
Using the TextME™ Program

The TextME™ program is a website that lets you 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 TextME™ and create/send your message

Save your client data from Shortcuts

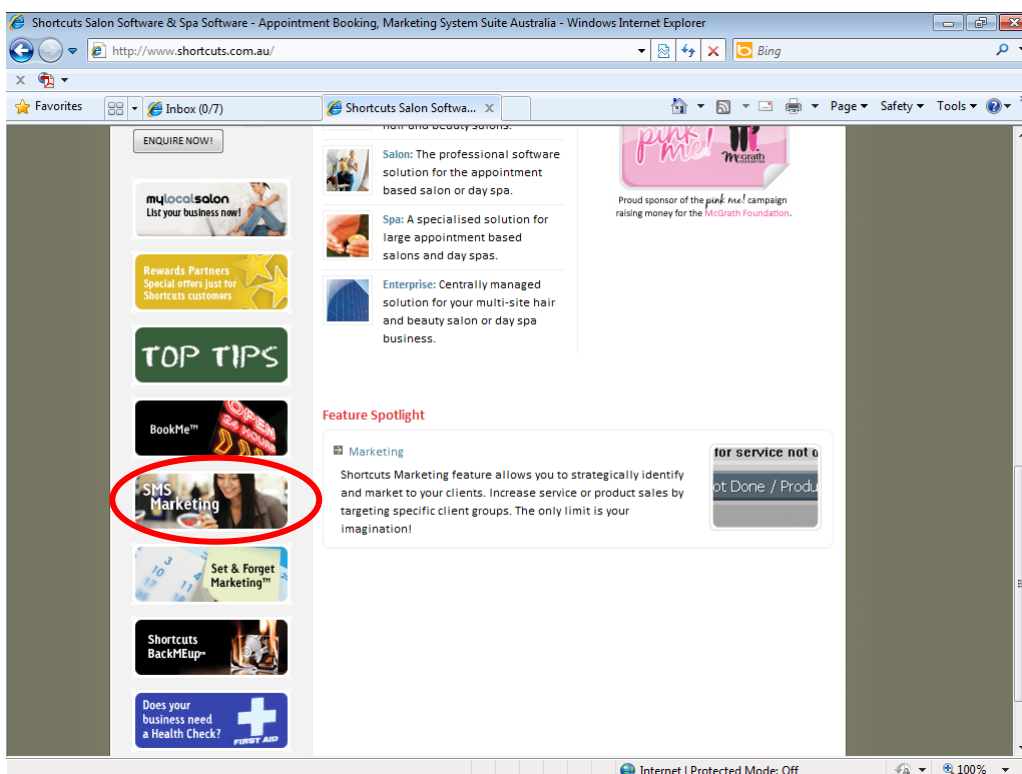
1. Use the Marketing screen in Shortcuts to specify search criteria for the SMS marketing campaign.
2. Click the **Compute** button. Shortcuts will generate a list of clients to match the search criteria. The 'Clients Selected by Marketing' screen will appear, displaying the defined list of clients.
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.



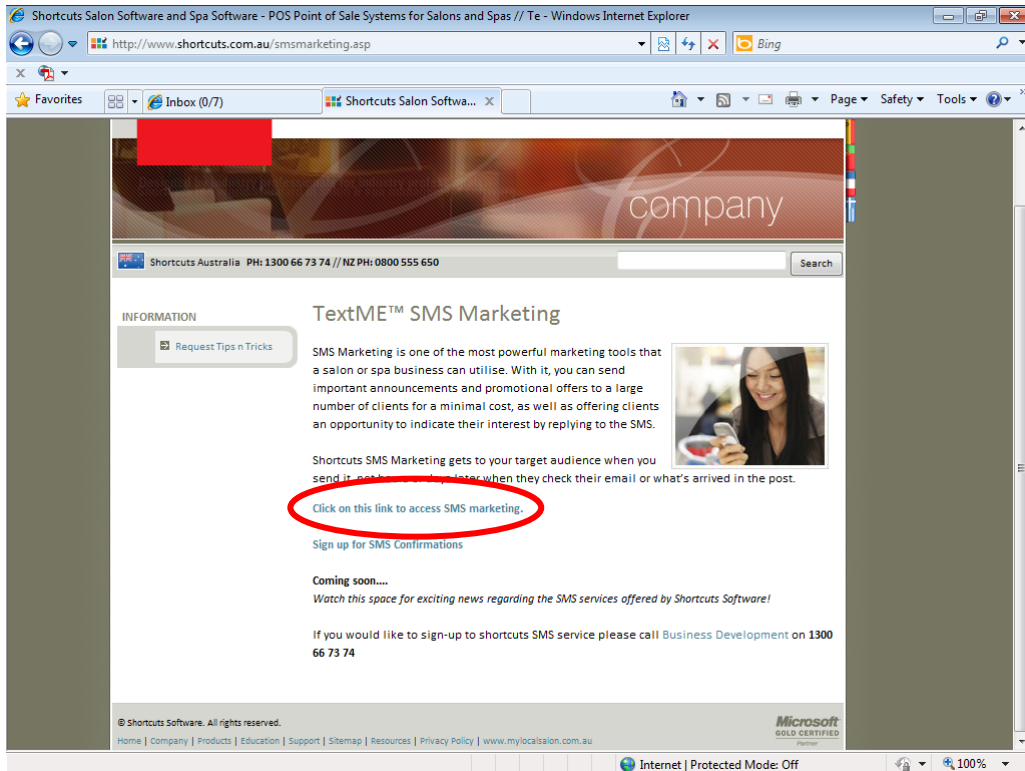
5. Type in the name that you would like to save the client list under. For example, if you generated the client list on the 29th April 2008, you could name the client list 'Client List 29-04-2008'.
6. Click the **Save** button. These clients will now be saved to this file name in the following directory: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

Run TextME™ and Create/Send your Message

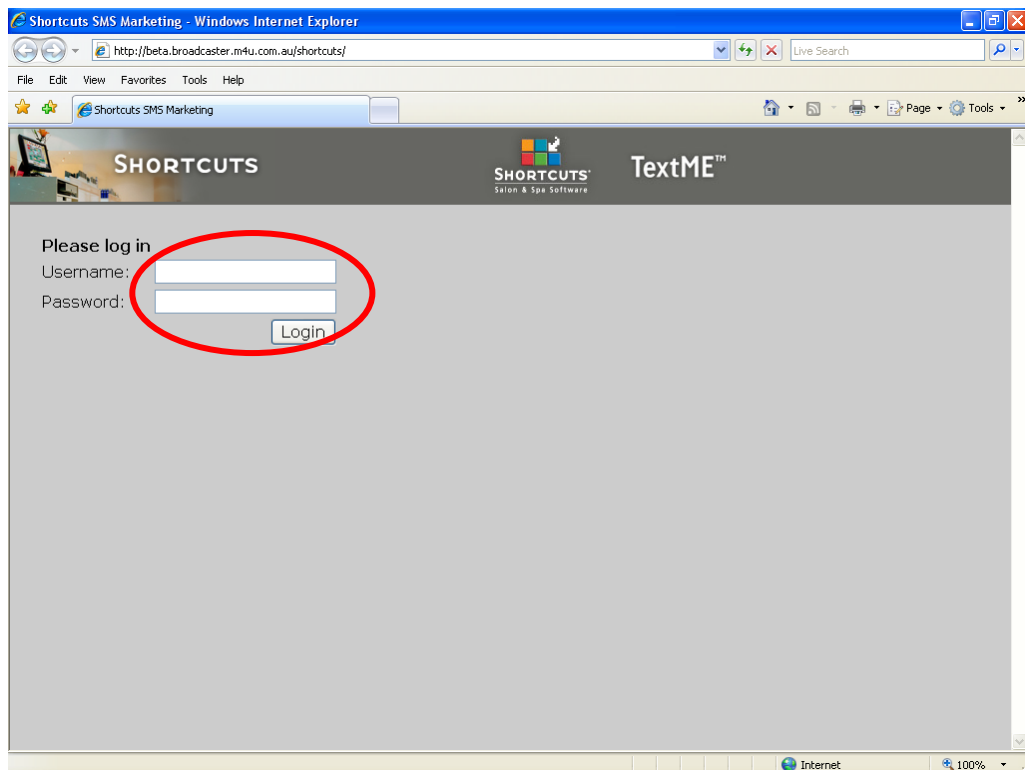
1. Run Internet Explorer and type in <http://www.shortcuts.com.au> in the URL field, then hit **Enter**.
2. The Shortcuts website will appear. Click on the **SMS Marketing** link in the side-bar as shown below.



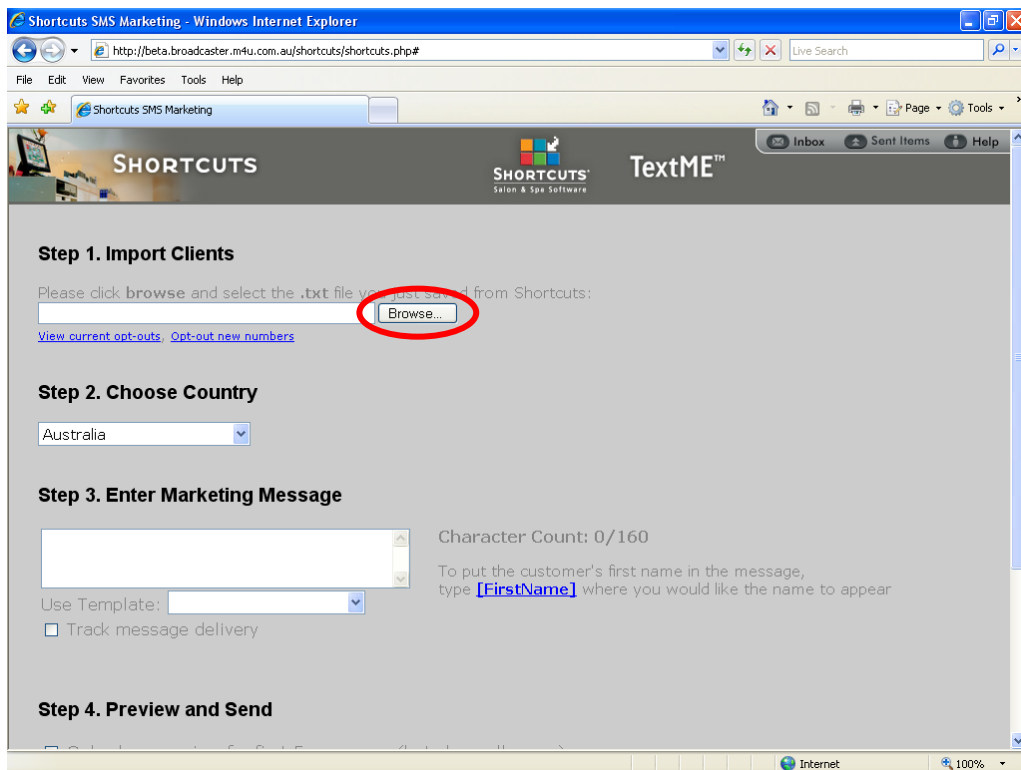
- The SMS Marketing web page will appear. Click on the link that reads **Click on this link to access SMS marketing** to go to the TextME page.



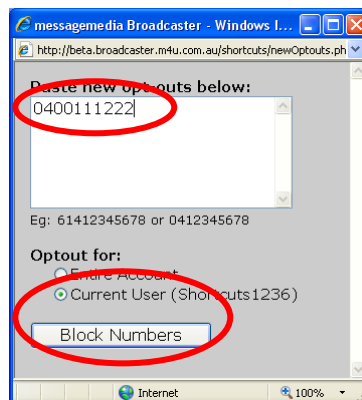
- Enter your username and password into the appropriate fields, then click the **Login** button.



- The main SMS Marketing screen will appear. In the Step 1. Import Clients section, click the **Browse** button.



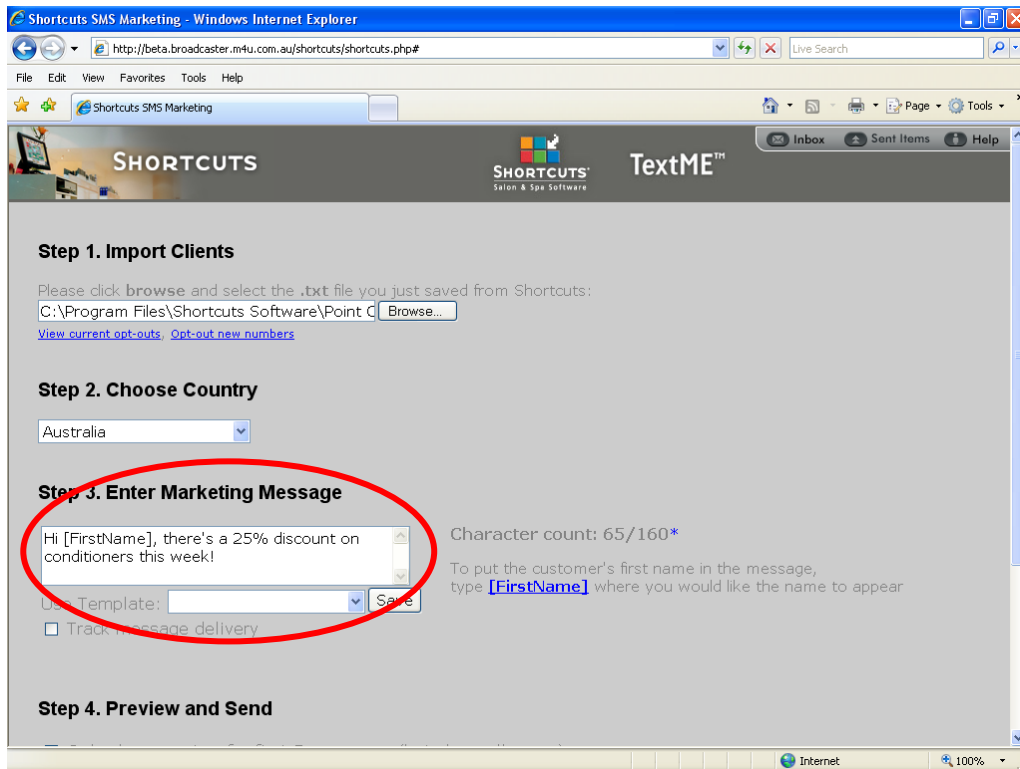
- The Choose File window will appear. Search for and select the relevant txt file, then click the **Open** button.
- If you want to specify opt-out numbers for this client, click on the **Opt-out new numbers** link and go to Step 8.
Otherwise, go to Step 10.
- The Opt-out window will appear. Enter the number(s) you want to opt-out in the field provided, then click to select the **Current User** option.



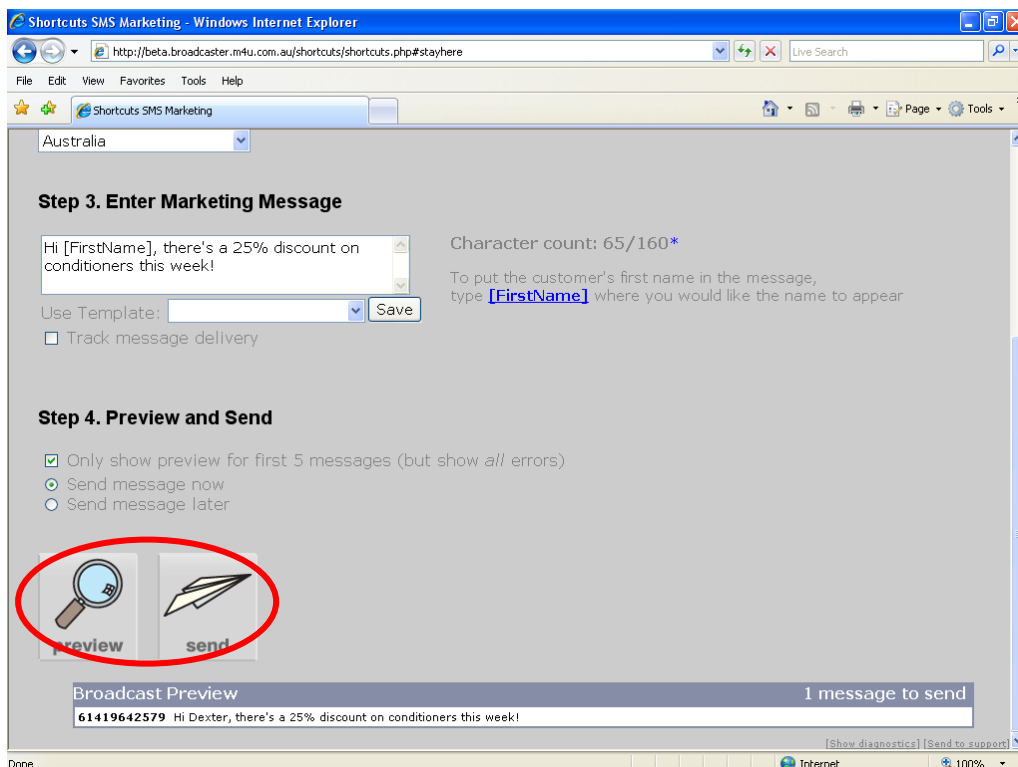
- Click the **Block Numbers** button, then click on the **X** button in the top right hand corner of the window to close it and return to the main screen.
- In the Step 2. Choose Country section, click to select the appropriate country from the drop-down list.
- In the Step 3. Enter Marketing Message 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.

Alternatively, click to select a template (if you have saved one previously) from the **Use Template** drop-down list. The template contents will be appended to any existing text.

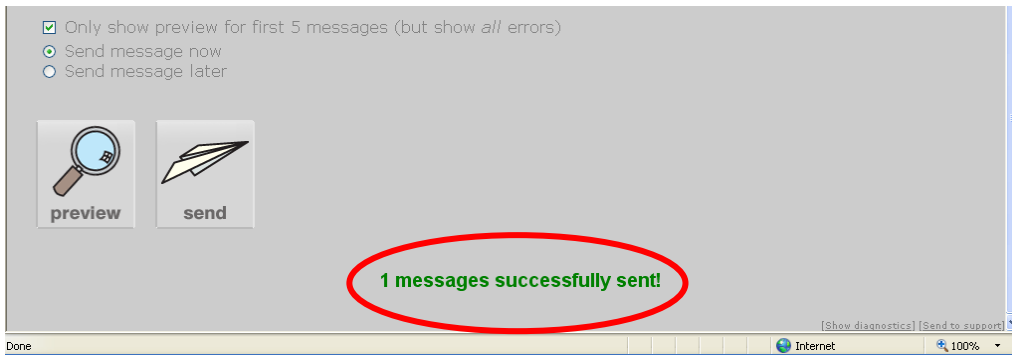
To save a new template, simply type a name for the template into the **Use Template** field, then click the **Save** button.



12. Once you have finished creating 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).



13. Once you are happy with your message, click the **Send** button to send your SMS message. A confirmation window will appear asking you if you are sure you want to send this message.
14. Click the **OK** button to send your message. TextME™ 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 sent your messages, TextME™ will also display a list of people that were unable to be sent a message.