

# SMS Express - QUICK-START GUIDE

## SEND A BULK MESSAGE – prepare your list of contacts ready for import

Your list of numbers should be in a spreadsheet like Excel or similar.

- **IMPORTANT:** Make sure your mobile numbers are in **Column A** (04, 4, or 614 formats are fine).
- **TIP:** Don't worry if Excel chops the 0 off the front of the number, as you don't need it. The platform automatically replaces **04** or **4** with **614**.
- **OPTIONAL:** Columns **B** to **G** can be used for Placeholders ("value" fields) . This allows you to include personalised information such as first and last names using the VALUE buttons when you compose your SMS (more info shortly).

	A	B	C	D	E	F	G
1	0455555555	Augustus	Gloop	VIP	Red	\$200	
2	0433333333	Charlie	Bucket	NON VIP	White	\$100	
3	0444444444	Veruca	Salt	VIP	Blue	\$50	
4							

Optional VALUE fields – more on this shortly



# SEND A BULK MESSAGE – importing your list of contacts

Login to your SMS Express account (your Control Panel). You need to setup a **Group** and **import** your prepared list of numbers into that Group.

1. Click **Groups**, then **Import**.

2. Click **CREATE GROUP** button and follow the prompts

3. Click **Choose a group** to select the Group you just created

4. Click **Choose a file** to browse for your contact list on your PC

5. Click **Select File extension** to indicate if your file is xls, xlsx, csv.  
(This info may already be there. If so skip this bit.)

6. Click **UPLOAD FILE** button

You will get a popup report when importing is done.  
It will show any errors like duplicate numbers.

To send, go to **Sending > Bulk Message** and follow the screen prompts to send your message.

The screenshot displays the 'Import a file' interface in the SMS Express control panel. On the left, a sidebar menu shows 'Groups' and 'Import' highlighted. The main content area is titled 'Import a file' and includes a link to 'Click Here' for importing guides. The 'Select file' section contains three dropdown menus: 'Group' (with a 'Choose a group' button), 'File' (with a 'Choose a file' button), and 'File type' (with a 'Select File Extension' dropdown). To the right of these fields are two orange buttons: '+ CREATE GROUP' and 'EXAMPLE FILE'. Below the 'File type' dropdown is a note: 'Always ensure your numbers are in the first column of your excel datasheet.' The 'Options' section includes checkboxes for 'Update values if number exists', 'Don't import number if in opt-outs' (checked), and 'Generate Error Report'. There is also a 'Duplicate Checking' section with radio buttons for 'None', 'Check all groups', and 'Check selected'. A note below reads: 'Your number(s) will be imported even if it currently exists in one of your groups.' At the bottom right, there is an 'UPLOAD FILE' button. A popup report is overlaid on the bottom right of the screen, showing the same form with the 'UPLOAD FILE' button highlighted.

You can create as many **Groups** as you wish.  
**Groups** are all stored in **Add/Edit Groups**.  
Individual numbers within Groups are in **Maintain Numbers**.

# SEND A BULK MESSAGE – sending your SMS

1. Go to the **Sending > Bulk Message** screen, and select the Group/s you wish to send to.

2. Type out your message.

**Characters | Parts** counters show how long your text is.

160 characters is 1 **standard SMS** (1 part) and **costs 1 credit**.

You can send a maximum of 465 characters (3 Parts = 3 credits)

*TIP: cheapest way is to keep your message under 160 characters.*

3. Optional **VALUE** placeholder fields. Use these to personalise your messages....

	A	B	C	D	E	F	G
1	0455555555	Augustus	Gloop	VIP	Red	\$200	
2	0433333333	Charlie	Bucket	NON VIP	White	\$100	
3	0444444444	Veruca	Salt	VIP	Blue	\$50	

Example spreadsheet

Message \*  
Hi @@value1@@ @ @value2@@, thanks for being a member of the @@value4@@ team.  
Your membership fee of @@value5@@ is now due. Thank you.]

Characters 133 | Parts 1

VALUE 1 VALUE 2 VALUE 3 VALUE 4 VALUE 5 VALUE 6 OPT-OUT SHORT URL

Message Previews

6145555555 6143333333 6144444444

Hi Augustus Gloop, thanks for being a member of the Red team. Your membership fee of \$200 is now due. Thank you.

4. **PREVIEW SMS** to check your message is correct.

5. If all good, **SEND**.

Otherwise **CANCEL** and go back to **Bulk Message** screen to edit.

The screenshot shows the 'Bulk Message' interface. On the left is a navigation menu with 'Sending' selected. The main area has a 'View' dropdown set to 'My Groups'. A table lists groups, with 'vipclub' selected (callout 1). Below the table is a 'Sender ID' dropdown set to 'repliable'. A 'Template' dropdown is set to 'Select Template'. The 'Message \*' field contains the text 'Enter message:' (callout 2). Below the message field are placeholder buttons: VALUE 1, VALUE 2, VALUE 3, VALUE 4, VALUE 5, VALUE 6, OPT-OUT, and SHORT URL (callout 3). The 'Reply Rule' is set to 'Account Defaults'. The 'Schedule' is set to 'Now'. The 'Campaign Name' and 'Cost Centre' fields are empty (callout 4). At the bottom are 'RESET' and 'PREVIEW SMS' buttons. At the very bottom of the interface are 'CANCEL' and 'SEND' buttons (callout 5).

When using VALUES the platform can only *estimate* the **Characters/Parts** count, because each value in your group may be different lengths. For example, *Marie-Antoinette* uses 16 characters, whereas *Peter* uses 5. **NOTE: spaces are counted as characters too.**

# QUICK TIPS

## 1. REPLIABLE. Leave this as is if you want replies.

Replies come back into the Control Panel, and you can view them in **Reporting > Replies**.

You can also have **Replies forwarded to your email address**. Set this up in **Account Settings > Forwarding**

## 2. A Sender ID is similar to a caller ID and shows recipients who a message is **from**. The SMS Express platform has 5 different virtual mobile numbers which allow recipients to reply to your message (*repliable*).

Our platform allows **custom Sender IDs** (maximum 11 characters including spaces). This can be a **word** or a **number** (for example your own mobile number).

**NOTE:** If you create a **word** Sender ID you **CANNOT** get replies.

If you use your own **number** as a custom Sender ID, replies will go back to your phone.

## 3. OptOut. Our platform has 2 automatic optout options:

- a) **ADD AN OPTOUT PROMPT AT THE END OF YOUR SMS** (e.g. *2optout rply STOP*)  
Recipients who reply with STOP, OPTOUT, UNSUBSCRIBE are automatically placed into the Blacklist (**Reporting > OptOuts/Blacklist**).

**NOTE** this option only works in REPLIABLE mode (see 1 above)

- b) **OPTOUT button: USE THIS OPTION IF USING A CUSTOM SENDER ID.**  
Clicking this button adds a 20 character URL (link) into your message, which is customised to each recipient. They can simply TAP the link and their number will be added to your **OptOuts /Blacklist**.

*Note: the URL does look strange on screen but it won't look like this to your recipient. It's a "dynamic link". Please don't change this link in any way..if you do it won't work.*

## 4. View the status of your sent messages here. You have several reporting options. The quickest is **Sent/Queued** which opens in a new window. It's a good idea to check after each broadcast for dud numbers (which you can then delete in **Maintain Numbers** or manually add them to the **OptOuts blacklist**).

Welcome

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Sending

Single Message

Bulk Message

Templates

Reply Rules

Sender ID

Groups

Reporting

URL Shortening

Birthdays

Sub Accounts

Billing

Account Settings

API Settings

Help Centre

## Bulk Message

To view our sending guides [Click Here](#)

View  My Groups  Sub Accounts  Both

Search groups

Name	Description	Numbers	Created	Last Sent
<input type="checkbox"/> vipclub	vipclub	2	16 May 2019 14:41	6 Aug 2020 14:54

Recipients: 0

Sender ID repliable

Template Select Template

Message \* Enter message

Characters 0 | Parts 1

VALUE 1 VALUE 2 VALUE 3 VALUE 4 VALUE 5 VALUE 6 OPT-OUT SHORT URL

Reply Rule Account Defaults

Schedule  Now  Later  Between

Campaign Name Enter campaign name

Cost Centre Enter cost centre

RESET PREVIEW SMS

## Further info

We also have short videos plus other info and Frequently Asked Questions on our main website Help Centre here:

<https://smsexpress.com.au/help.html>

You will also find on screen detailed information within the Control Panel itself. Just look for the little info icons or the HELP CENTRE link down the bottom of the menu after you login to your account.

Or if you really get stuck, or need some help, advice about messaging, or have a question, we have 24-hour support right here in Australia (in Melbourne, actually).

Call **1300 668 287** or **info@smsexpress.com.au**

*After hours this goes directly to our manager's mobile – we do not fling you to a dodgy call centre!*

Thank you!

