SMS Express
INFO PACK

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1. About the Service & Company Information

SMS Express is owned by parent company SMS Response Australia Pty Ltd, which has been in business since 2001, with an extensive knowledge of SMS Marketing. We can assist you with queries like Excel spreadsheets, how to "write for text", the Spam Act, and of course technical support.

SMS Express is a business text messaging service offering organisations a fast, reliable business-grade broadcast platform, with 7 Day local support.

Our clients are diverse, ranging from small retailers, large white collar firms, tradies, government organisations, schools, childcare and kindergartens, charities, churches, and clubs from across Australia.

SMS Express is also committed to the Australian privacy legislation in the way it collects, uses, secures and discloses personal information. Our parent company SMS Response Australia Pty Ltd is listed on the Register of businesses that have opted into Privacy Act coverage. Businesses on the Register choose to be treated as an organisation for the purposes of the Act and therefore subject to the Australian Privacy Principles. Businesses opting-in to be covered by the Privacy Act are making a public commitment to good privacy practice.

2. How do I get started?

In your browser go to : www.smsexpress.com.au and follow the **TRY FREE** button (top right corner) to the Sign Up Page.

We offer 10 free credits for you to test the system to see if it's suitable for your needs. If you don't have time to setup your account, we can do this for you.

3. Pricing

SMS Express offers a Pay As You Go service where you can purchase as many credits as you like, with *no minimum* order. There are NO hidden costs, contracts, or signup fees and all prices are GST inclusive.

7.7c *(8.5c inc GST)* **per credit**

1 credit buys 1 SMS message of up to 160 characters.
You can send up to 459 characters (3 messages) for extra credits.
Replies online or forwarded to your email = free.
Delivery reports - free and available anytime.
No set-up fees or subscription charges.
No minimum order. Buy what you need. Pay as you go.
All prices in AUD.

4. Purchasing credits

PRE-PAID: Credits can be purchased in several convenient ways. Quickest is from within your account by clicking the **BUY NOW** button to purchase credits securely using your credit card. If you don't wish to purchase online, we accept all major credit cards over the telephone too. Just call **1300 668 287**.

Bank transfer (direct debit/EFT) is also available. Simply email us for an invoice.

We also offer **POST-PAID Corporate Accounts** to approved organisations. To setup an account or switch your existing account from pre-paid to POST PAID, we'll send you a formal application form which needs to be signed by your director, chief financial officer or other authorised person.

After a quick approval process, we will switch your account to POST PAID and you'll be billed at the end of the month on the number of credits used in that month. Payment terms are 30 days.

5. Support & Help Services
Support is 7 days a week including holidays: 1300 668 287.

6. Can I receive replies?
Yes, replies are sent back to you, the sender, and you can view these in the **Replies** section by logging in to your SMS Express account. And you can elect to have them forwarded to an email address free of charge. To set this up via *Account Settings > Incoming Messages Forwarding Settings.*

Please note if you change the SenderID, you cannot receive replies, but you can still use the Optout Placeholder so people can unsubscribe. SEE 13 & 14 below for more info on this.

7. Do I have to pay for replies?
No.

8. How do I know my SMS' were sent?
There are several different reporting options. The **quickest** is in **Reporting** screen via **Sent/Queued** where you can view a full status report online (and download into excel if you want). You can also view other reports via **Date Range Report**, or **Summary Report**. Plus you can look up an individual mobile number to see its status via **Number Search**.

9. What format should my numbers list be in for importing into my Group/s?
The easiest way is to prepare your data in an Excel spreadsheet. Alternatively, you can prepare data in CSV/Text formats.

You have the option of sending personalised texts and there's up to 6 Placeholder (merge) fields available to you. So you may wish to put a First Name in Column B and Last Name in Column C, for example. Many of our clients are quite creative with their Placeholder fields and some don't use them at all. But the choice is yours.

There is a help available on the platform…just look for the info icon at the top of each page, or the main help centre icon up the top:

Or call us if you get stuck!

10. Is my data safe?
SMS Express will at no time collect, redistribute or sell any information, except where legally required by law to do so. This is with particular reference to any database, numbers and/or recipient details that you may deliver to us, or store on our online system.

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11. How many characters can I use in a text message?
1 standard SMS = 160 characters including spaces. You can send longer messages:
161-306 characters = 2 SMS (2 credits),
307-459 characters = 3 SMS (3 credits) .

Our system uses special characters to join up longer SMS so it appears as 1 message to your recipients. That's why 2 SMS do not equal 320. This is actually quite common with most SMS platforms and is called 'multipart'. Note the maximum is 3 messages or 459 characters (3 credits).

12. How can I send a message from my own mobile number?

Our system uses several default mobile numbers which are 'hardwired in' to the SMS Express platform. This is the "**Repliable**" default setting in your account, and allows your recipients to reply to your SMSs, and the replies come back into your account online. These default numbers are used randomly.

But if you want the SMS to "come from" your mobile number, you can setup a custom SENDER ID (see point 13 below)

Please note: Replies will come directly back to your mobile phone and you cannot view any REPLIES in your account.

Make sure if people opt-out (as in reply to you with STOP or REMOVE), you remove them from your Contacts or add them to your **Sending > Opt-outs** so you don't accidentally spam them. OR use the **OptOut Placeholder button** to insert an optout link in your SMS, where people can click to be added to your Opt-outs *(more on this next).*

13. Can my business name appear as the sender?

Yes it can by setting up a SENDER ID, which allows 11 characters including spaces**.** For example you can have the SENDER ID as ACME CO, and this will show up on the recipient's phone as from ACME CO instead of the system's mobile number. But be aware that you cannot get replies!

  Please note custom Sender IDs must now be registered. Contact us to register your Sender ID.

Some telcos may block messages from custom Sender IDs thanks to grubby scammers and spammers! Also your recipients cannot reply to a word SENDER ID. ..only to a number.

If you are sending a commercial message (ad, promotion), ensure you stay within the Spam Act by adding an *Opt Out*. The SMS Express system has an **OptOut placeholder** that you can add to your message, which shows up as a URL (website link) in recipients' messages, and they can click to be automatically removed from your list (Opt-outs… more on this in **14**. below).

14. So how does the Spam Act affect me?

All SMS Express customers agree to terms and conditions upon signup that they will observe the Spam Act, and must not use any list gathered illegally. All lists must be permission-based with the recipients' consent.

To stay compliant with the Spam Act 2003, all commercial Text Messages (ads, promotions) must contain an opt-out or unsubscribe facility so recipients can stop getting your messages. You must have in your commercial text messages WHO you are, and an OPT-OUT.

The SMS Express platform offers you 2 ways of inserting an opt-out link in your messages. The first method is simply typing this in your message (which you can save as a Template):

An example is: *Hi Jenny, Jacks Discounts has a 50% off sale this weekend. See U There! Optout rply STOP*

Recipients opt-out by simply replying STOP or REMOVE. The SMS Express system will *block* these *automatically* for you, but it doesn't hurt to always check your REPLIES as some people can give a rude "nonstandard" way of opting out! You can also have any opt-out requests cc'd to your email address.

Or you can insert an **OptOut PlaceHolder** using the OptOut button. This will put a link automatically in your message (uses 20 characters) and the recipient simply clicks on the link to remove themselves. The SMS Express system then *Blacklists* their number so you cannot send a bulk message to them.

The **OptOut placeholder** should be used at all times if you send a commercial text using a SENDER ID.

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15. Can I send from my own email program like Outlook? (API Guide)
Yes and we have a dedicated page for this: www.smsexpress.com.au/sms-from-email.html

Or you may have your own platform/system and want to use SMS Express to 'talk' to your own system and use us as a *Gateway*. Our API guides are available free of charge and you can set these up within your account's **Settings > API Keys**

You can also view detailed info from www.mymobileapi.com . Ask your IT specialist to view the guides, or contact us for help.

Thank you for your interest…
we look forward to doing business with you!

If you have a question or need help call
1300 668 287
or
info@smsexpress.com.au

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