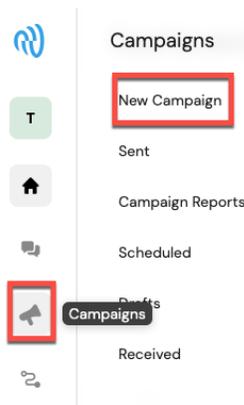


Introduction

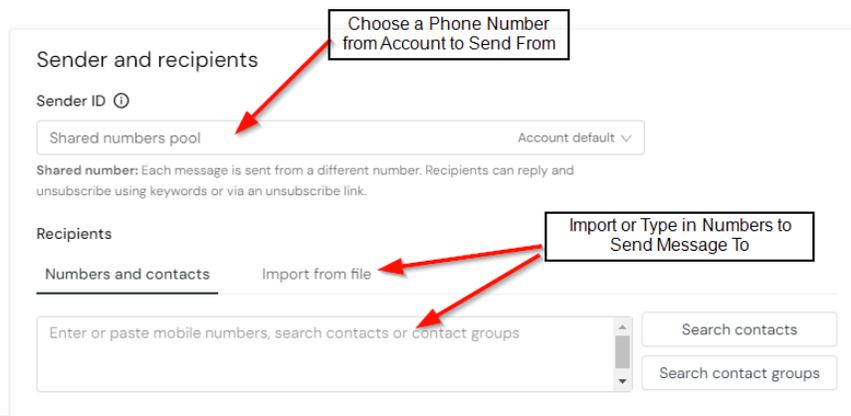
Campaigns can be used to send scheduled messages out to multiple phone numbers or contacts at the same time. This guide provides the steps to create a new SMS campaign in your MessageMedia account.

How to Create a New Campaign

1. Login to your MessageMedia account.
2. Hover over the “**Campaigns**” icon on the left sidebar menu and select “**New Campaign.**”



3. The **New Campaign** screen will show three different sections to format your message:
 - **Sender and recipients** allows you to choose which contacts and numbers to send your message to and from. You can also search through your saved contacts or import phone numbers to send to.



Sender and recipients

Sender ID ⓘ

Shared numbers pool Account default ▾

Shared number: Each message is sent from a different number. Recipients can reply and unsubscribe using keywords or via an unsubscribe link.

Recipients

Numbers and contacts Import from file

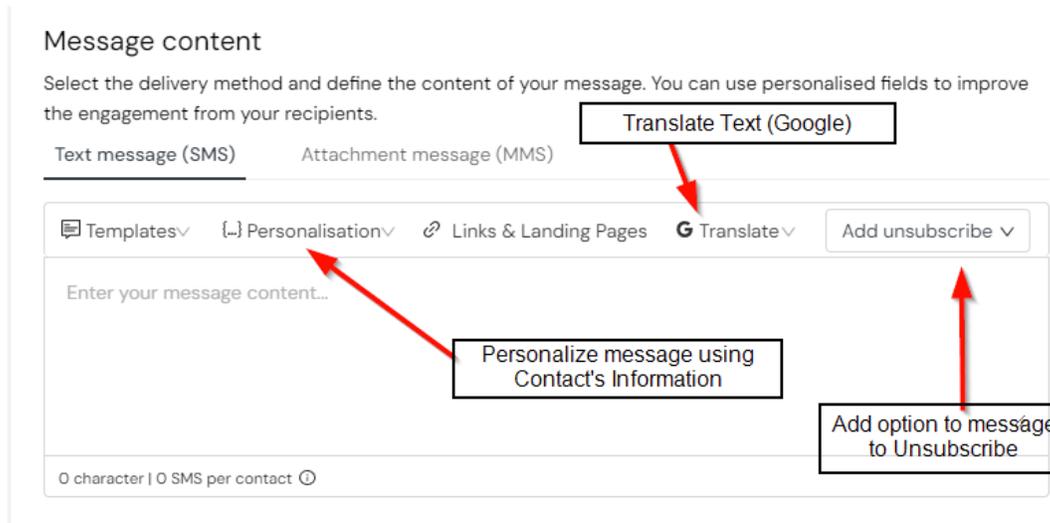
Enter or paste mobile numbers, search contacts or contact groups

Search contacts

Search contact groups

- **Message Content** allows you to write and format the message you are sending. The message can be an **SMS** (no attachments or photos) or an **MMS** (attachments and/or photos.)

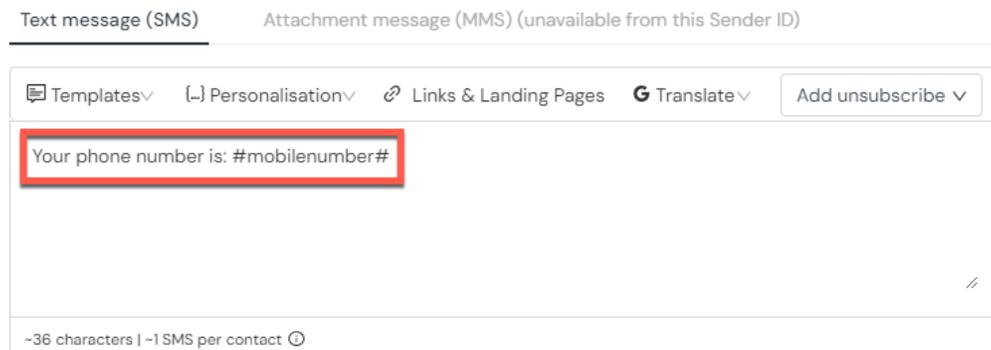
If you are sending a simple SMS message, the Message Content *section* will have options for using *Templates, Personalization, Links or Landing Pages*, etc. Templates and Landing Pages must be created before the Campaign is created.



- **Personalization** allows you to use saved contact information to help personalize the message being sent. These are added with hashtags (#) surrounding the parameter in the message field so you know what is being shown to the receiver. For example, the message shown below would add the receiver’s phone number where the template shows “**#mobilenumber#**”.

Message content

Select the delivery method and define the content of your message. You can use personalised fields to improve the engagement from your recipients.



To include a photo or attachment to your message, select “**Attachment message (MMS.)**”

When creating a campaign with an MMS message, you will be given the option to upload a file up to 500 kb to your message and add a Subject line to the message. Templates, Translate, and Personalization are all able to be used in the content of the message.

Message content

Select the delivery method and define the content of your message. You can use personalised fields to improve the engagement from your recipients.

Text message (SMS) Attachment message (MMS)

Our Multimedia Messaging Service (MMS) allows sending files of up to 500 KB in jpg, png, gif, mp3, wav, 3gp, mp4, mpg, avi, wmv and pdf as well as an optional subject line and larger amount of text than SMS. Maximum accepted file size may vary depending on the file format.

MMS attracts higher rates than SMS. If you are unsure of your MMS rate, please [contact us](#).

Media



Upload file
Drag and drop file or browse
Accepted file types: jpg, png, gif, mp3, wav, 3gp, mp4, mpg, avi, wmv, pdf

Subject [..] Personalisation ▾

Message content

 [..] Personalisation ▾

Enter your message content...

Approximate MMS size 0 Byte of 600 KB



4. Move on to the “**Message details**” section. This step determines the name of the campaign (for reporting purposes) and when the message will be sent. If you wish to schedule the message to send later or more than once, change the “**Schedule**” option to “**Schedule for later.**”

Campaign name

Schedule

Schedule for later ▾

Date	<input type="text" value="Tuesday, 01 August 2023"/>	Time	<input type="text" value="11:44 am"/>
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Time zone

Message recurrence

Send once
Schedule message to repeat

As you edit your message, the right side will display a preview of your message and how it will appear to the receivers. You can scroll through the first five recipients added to display a preview that will include any personalization, unsubscribe messages, or links as they would appear to the receiver.



- When you have finished formatting your message, you can send yourself a test message by selecting **“Send Yourself a Test.”**
- Once you are satisfied with your message, select either **“Send Now”** or **“Schedule”** based on your preference.

Message details

Name your campaign to track and manage outcomes.

Campaign name

Schedule

Schedule for later

Date: Tuesday, 01 August 2023

Time: 11:44 am

Time zone: (GMT-07:00) Pacific Time (US & Canada)

Message recurrence: Send once

Recipient Archer Cell
Preview of first 5 recipients

Estimated Cost of the Message Campaign will appear here

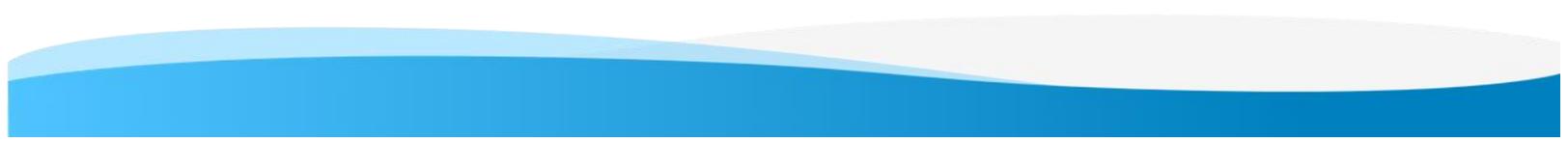
Estimated cost: 1 credit

Save as a Draft

Send a Test Message

Finish scheduling message or Send Now

Save as draft Send yourself a test **Schedule**



- If the message was sent or scheduled correctly, you will see a green success message pop-up in the top right corner of the screen.



- To verify the status of your campaigns in the future, hover over **“Campaigns”** in the left side bar menu and select **“Sent.”** This will show a list of all campaigns including the status and when the message was sent.

Sent

TO (CONTACT)	FROM (SENDER ID)	MESSAGE CONTENT	SENT	STATUS	ACTIONS
Archer Cell		Hello, Archer! Thank you for subscribing! Reply Stop to opt out	Today, 11:26 am	DELIVERED	...
Archer Cell		Hello! Welcome to Crexendo! ❤️	Today, 9:38 am	DELIVERED	...
Archer Nicholson		uh oh i got 24 hours to respond!	Yesterday, 5:15 pm	READ	...
Archer Nicholson		First message has been received!	Yesterday, 5:12 pm	DELIVERED	...

Search contacts New Message

Show Entries

- If you saved your campaign as a draft, simply hover over **“Campaigns”** in the left side bar menu and select **“Drafts.”**
- Any responses received from your campaigns or single messages can be accessed by hovering over the **“Campaigns”** icon on the left side bar menu and selecting **“Received.”**
- Any scheduled campaigns that have not yet been sent can be accessed by selecting **“Scheduled.”**

