



digi

SMS

Broadcast

S E R V I C E

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For additional information contact
Digi's Email support at salesupport@livedigi.com
or call 0-800-FOR-DIGI

ABOUT SERVICE

The SMS Broadcast Service is a user-friendly web application that allows business owners to reach multiple customers via bulk text messaging. Select a bundle that best suits your marketing needs and pay as low as \$0.02 per text to reach as many as 10K customers at a time.

SMS Broadcast messages are sent using a dedicated keyword or SMS short code. The keyword and short code will be displayed on the recipient's handset as the sender of the message.

Perfect Business Solution

SMS Broadcast Service can be used to send details of promotions, updates, reminders etc. The message, delivery time, and audience can all be customized to fit any business. These include:

- ✓ **Retail**
- ✓ **Financial Institutions**
- ✓ **Schools**
- ✓ **Non-Profit Organizations**
- ✓ **Café, Bars & Restaurants**
- ✓ **Sports Associations**
- ✓ **And many more!**

Features



No Monthly Fee

SMS Broadcast is extremely affordable. Choose an SMS Broadcast Bundle that best suits your marketing needs and pay as low as \$0.02 per text.



Easy to Use

Send SMS blast in 3 easy steps:

1. Create Mailing List
2. Create Campaign
3. Execute on Schedule



Targeted Mobile Marketing

Send text blast to target audience.



Accessible Anywhere

SMS Broadcast application can be accessed from a PC or mobile device.



Track Campaign Report

Reporting feature that allows easy export of data from campaign statistics.



Automatic

Schedule campaigns in advance.

GETTING STARTED

In order to access the SMS Broadcast Service, a user profile must be provided by the Digi Sales Team highlighting details of access such as:

Short Code: Dedicated short code to be assigned to the user profile.

Keyword: Customized name that is displayed on receiver's handset.

Account Name: Business name.

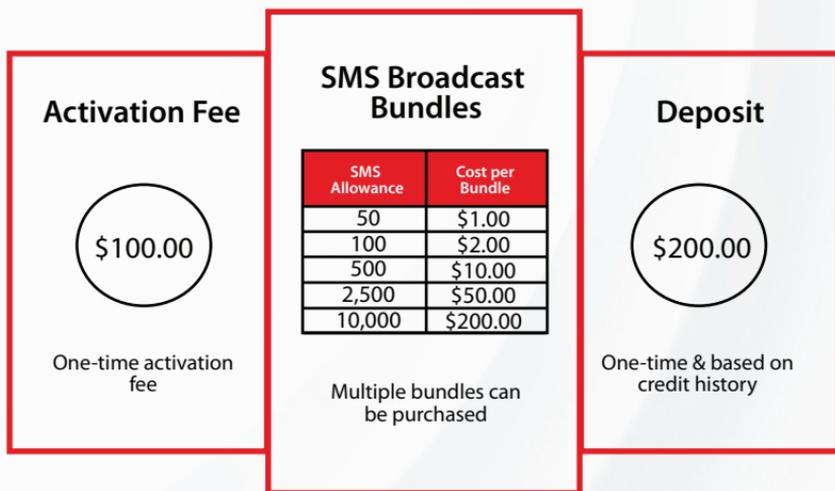
Account Code: MIND Master Account code – account must be billable.

Email: Contact email address for notification purposes.

One (1) keyword and one (1) SMS short code is permitted per account. The request for new profile will be fulfilled with 1-3 business days.

First time business customers are billed a one-time activation fee of \$100.

One-time deposit of \$200 may be required based on standard credit checks.



Guidelines:

- Charges are exclusive of tax
- No Expiration on bundles
- Multiple bundles can be purchased

IMPORTANT TO REMEMBER

Below list general rules governing the execution of text blasts using the SMS Broadcast application.

SMS Short Code and Keyword

Short Code:

- Contains only numbers
- Up to seven (7) digits in length

Keyword:

- Single word with no spaces
- Can contain only letters and numbers
- Up to eleven (11) characters in length
 - *Preferable associated to your business name e.g. Radisson or ChonSaan2.*

Mailing List

- Define the threshold or the maximum number of messages per campaign.
 - *Mailing list has a limit of up to 10, 0000 numbers*
- Mailing list must be saved as csv or txt file.
- Allows multiple number format i.e. 7 and 10-digit numbers (6XX-XXXX or 501-6XX-XXXX)
- In cases where multiple campaigns are scheduled for one promotion, it is recommended that the mailing lists be named sequentially using letters or alphabets as identifiers. For example: Blast1, Blast2, Blast3
- Mailing list containing both Digi and Smart numbers will be sent via:
 - *Numeric short code - Smart numbers*
 - *Keyword – DigiCell numbers*

Campaigns

- When scheduling text blasts a time period of fifteen minutes (15 mins.) is recommended between each blast.
- Customers who wish to opt-out from receiving text blast from a specific short code can do so using standard blocking feature on their device.
- Blast can be scheduled daily within 24hr period.
- Email notification will be sent for campaigns that have been cancelled by system.

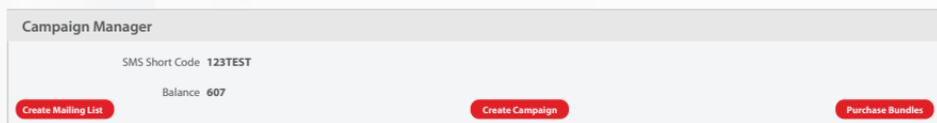
End User Profile [External]

Login

1. Open a web browser and enter URL: www.digismsbroadcast.com

The SMS Broadcast login page appears.

2. Enter **Username** and **Password** to access profile.
3. On this page you can view dedicated keyword or SMS Short code and the available bulk SMS balance.



Campaign Manager

SMS Short Code 123TEST

Balance 607

Create Mailing List Create Campaign Purchase Bundles

DigiCell

Purchase SMS Broadcast Bundles

1. Select **Purchase Bundles** and choose a bundle option that suits your needs.
2. Choose **Submit** to proceed.

PURCHASE BUNDLES

Bundle SMS Broadcast - 50 SMS for \$1.00
 SMS Broadcast - 100 SMS for \$2.00
 SMS Broadcast - 500 SMS for \$10.00
 SMS Broadcast - 2500 SMS for \$50.00
 SMS Broadcast - 10000 SMS for \$200.00

Cancel **OK**

3. Select **OK** to confirm bundle purchase.

You are about to make a purchase. Are you sure?

Cancel **OK**

On the top right-hand corner of page, successful purchase status will be displayed.

Once purchase is completed, you will be redirected to the main page where new balance will be updated.



Note: Repeat these steps for multiple bundle purchases.

Upload Mailing List

1. Select **Create Mailing List** on main page.
2. Select **Choose File** to upload mailing list.
3. Select **Submit** to complete upload.

PURCHASE BUNDLES

Mailing List No file chosen
.csv, .txt

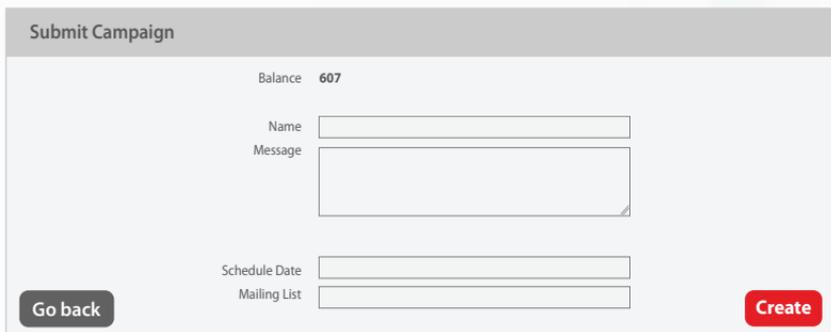
Note: A valid mailing list must be prepared in required format and saved in an accessible location.



Schedule Blast

1. Select **Create Campaign** tab on the main page.

The Submit Campaign page will appear.



Submit Campaign

Balance 607

Name

Message

Schedule Date

Mailing List

Go back Create

Balance: Displays available text balance

Name: Campaign name

Message: Text blast content (up to 160 characters)

Schedule Date: Date and time text blast will be sent

Mailing List: Select uploaded blast list

3. Once schedule date/time is entered, 1 of 2 statuses will be displayed on the top right-hand corner of the page:

- o Available: Date and time is available.



- o 1 error has occurred*: Scheduling conflict– date and time is unavailable.



Note: Repeat these steps for multiple bundle purchases.

4. Select **Create** to save details.

5. Details of the campaigns will be displayed on the main page in submitted status.

	CREATED DATE	SCHEDULED DATE	NAME	FILENAME	COUNT	STATUS
	11-MAR-2020 02:50PM	14-MAR-2020 02:50PM	Test	Smart Test 3.txt	4	Submitted

• *Select the pencil on the left to edit or cancel a campaign that has been submitted.*

Status Meaning

STATUS	DESCRIPTION
Submitted	The campaign has been successfully saved to be executed.
Completed	The campaign has been successfully sent to the recipients.
Cancelled	The campaign has been cancelled and was not sent.



INVOICE LAYOUT

The SMS Broadcast Service will be billed to your master account and will be displayed on your invoice as **SMS Broadcast Service**.

Summary of Service Numbers

SMS Broadcast Service	BUTST175520			
Service Total	BZD	\$12.00		
Total	BZD	\$12.00		
Tax (12.5%)	BZD	\$12.00		
Current Total	BZD	\$1.55		\$13.55

RESET PASSWORD

1. Open a web browser and enter URL: www.digismsbroadcast.com.
The SMS Broadcast login page appears.
2. Enter **Username**.
3. Select Reset Password.
Pop up notification will appear.
4. Select **OK**
Email will be sent from smbroadcast@livedigi.com with password reset link.
5. Click on the link provided in the email to reset password.

PASSWORD RESET

Password

Retype Password

Change

5. Select **Change** to confirm new password. Once completed proceed to login using new password.

SUPPORT PROCESS

To report any issues or concern with the SMS Broadcast Service contact a Digi Sales Rep at salesupport@livedigi.com or call 0-800-FOR-DIGI."

FREQUENTLY ASKED QUESTIONS

1. What is SMS Broadcast Service?

The SMS Broadcast Service is a user-friendly web application that allows business owners to reach multiple customers via bulk text messaging using a dedicated keyword or SMS short code.

2. How can I sign up for this service?

To sign up for Digi's SMS Broadcast Service contact us at 0-800-FOR-DIGI or click [HERE](#) for a Sales Representative to contact you.

3. Is there any monthly fee?

No. There is no monthly fee. First time business customers are billed a one-time activation fee of \$100 and may require a one-time deposit of \$200 based on standard credit checks.

4. How is SMS Broadcast messages sent?

SMS Broadcast messages are sent using a dedicated keyword or SMS short code. The keyword and short code will be displayed on the recipient's handset as the sender of the message.

5. What is required to set up a keyword or a short code?

SMS Short Code:

- Contains only numbers
- Up to seven (7) digits in length

Keyword:

- Single word with no spaces
- Can contain only letters and numbers
- Up to eleven (11) characters in length

- Preferable associated to your business name e.g. Radisson or ChonSaan2.
- PUC approval is required for the use of SMS short code and keyword.

6. How is the keyword or short code assigned?

You can request a preferred short code and/or keyword to be assigned for your SMS Broadcast Service and a Digi Sales Representative will confirm its availability. If the requested keyword or short code is unavailable an alternative must be chosen.

7. Can have multiple keywords or short codes for my account?

No. One keyword and one short code is allowed per account.

8. How do I purchase SMS Broadcast Bundles?

SMS Broadcast Bundles are only available for purchase via the SMS Broadcast application and will be billed to your account.

Click [HERE](#) for bundle details.

9. How long before my SMS Broadcast Bundle expire?

There is no expiration on SMS Broadcast Bundles.

10, Can I purchase more than one SMS Broadcast Bundles?

Yes. Multiple bundles can be purchased.

11. Who do I contact for additional information?



www.livedigi.com
0-800-FOR-DIGI