

## User Manual

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## 1. Login

First **login** with your **username** and **password**

**Number of credits** in your account are in red in the bottom left corner

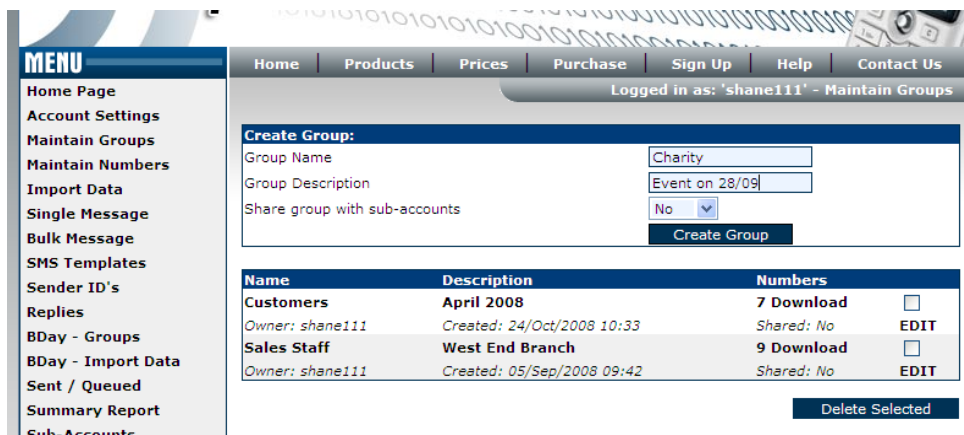
## To start sending Bulk SMS follow 3 easy steps:

1. Maintain Groups
2. Import Data
3. Send Bulk SMS

### 1. Maintain Groups

It's important to start here and create one or more groups. Groups allow the storage of many mobile numbers to be placed where they will be easily found. Example: Friends, Customers, Sales Team etc.

1. Enter Group name and Group description
2. Sub-Accounts – If you want to share that group with someone else who will also be sending SMS's. Sub-Account holders can have only Reading access, or they can Write SMS's (see Sub-Accounts for more info)
3. Click on Create Group
4. Your created groups are displayed below. Numbers is the number of mobile phone numbers in the group (ex. 26 Downloaded = 26 numbers)
5. Group Name, Description, and Sub-Accounts can be edited – Click Edit for the correct group
6. Group can be deleted - Click box above edit for the correct group. Click Delete Selected
7. Group can be Exported to Excel – Click on the word Download



The screenshot displays the 'Maintain Groups' interface. On the left is a 'MENU' with options like Home Page, Account Settings, Maintain Groups, Maintain Numbers, Import Data, Single Message, Bulk Message, SMS Templates, Sender ID's, Replies, BDay - Groups, BDay - Import Data, Sent / Queued, Summary Report, and Sub-Accounts. The main content area has a navigation bar (Home, Products, Prices, Purchase, Sign Up, Help, Contact Us) and a user status bar (Logged in as: 'shane111' - Maintain Groups). Below this is a 'Create Group' form with fields for Group Name (Charity), Group Description (Event on 28/09), and a dropdown for 'Share group with sub-accounts' (No). A 'Create Group' button is at the bottom of the form. Below the form is a table of existing groups:

Name	Description	Numbers	
Customers	April 2008	7 Download	<input type="checkbox"/>
<small>Owner: shane111</small>	<small>Created: 24/Oct/2008 10:33</small>	<small>Shared: No</small>	<small>EDIT</small>
Sales Staff	West End Branch	9 Download	<input type="checkbox"/>
<small>Owner: shane111</small>	<small>Created: 05/Sep/2008 09:42</small>	<small>Shared: No</small>	<small>EDIT</small>

A 'Delete Selected' button is located at the bottom right of the table area.

## 2. Import Numbers/Data

**Insert Single Number:** A single number can be entered into a group.

1. Select **Group to Insert to**
2. Beside **Number** enter **mobile number**
3. **Optional** - Enter **Value 1 – Value 6** (Column B to Column G in the Excel Spreadsheet) if you have more data to add to the mobile number. (See Bulk Import for more on Values)
4. **Duplication** – SMS Express automatically does not let you import a duplicate number into the same group
  - **Ignore** - Use this if you **don't want to check** to see if the mobile number **is in other groups**
  - **Check all my groups** - Use this if you want to check to see if the mobile number is in **any other groups**
  - **Check selected groups** - Use this if you want to check to see if the mobile number is in **certain groups**
5. **Deleted** – If you check this box, the number will not be imported if it is on the **Auto Delete** list (see **Blacklist/Auto Delete**)

**MENU**

- Home Page
- Account Settings
- Maintain Groups
- Maintain Numbers
- Import Data
- Single Message
- Bulk Message
- SMS Templates
- Sender ID's
- Replies
- BDay - Groups
- BDay - Import Data
- Sent / Queued
- Summary Report
- Sub-Accounts
- Sub-Accounts (Holding)
- Blacklist / Auto Deleted
- API guide
- Logout

Home | Products | Prices | Purchase | Sign Up | Help | Contact Us

Logged in as: 'shane111' - Import my data

**Insert Single Number:**

Insert into: test (Numbers:9) \* - Groups created by another user

Number: [input field]

Value 1: [input field]

Value 2: [input field]

Value 3: [input field]

Value 4: [input field]

Value 5: [input field]

Value 6: [input field]

Update if exists:  Yes

Deleted:  Dont import if number exists in **Auto Deleted**

Duplication:  Ignore  Check all my groups  Check selected groups

All numbers imported into a group are unique. This setting will allow you to import the number if the number exists in one of your other groups.

Import single number

**Bulk Import:** You can import your data with **Excel**. Should you have trouble importing via Excel, and have entered your data correctly, you can save your Excel file as **CSV (Comma Delimited)**.

Prepare a spreadsheet in Excel with the mobile numbers in column A. You can add other data pertaining to that mobile number beside it in the other columns:

	A	B	C	D	E	F	G	H	I	J	K
1	043 112 4199	Peter	Smith	\$300							
2	040 400 2231	Sally	Black	\$150							
3											
4											
5											
6											

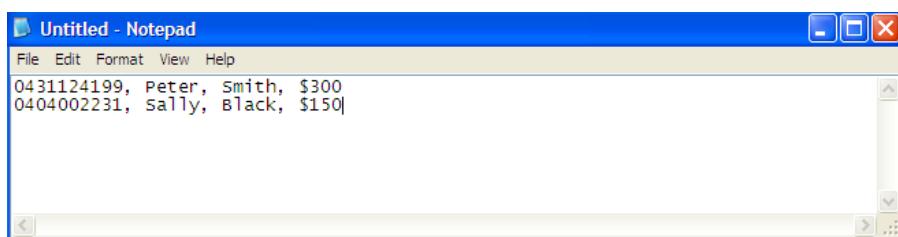
**Note:** In the spreadsheet to be uploaded, the data must start from row 1. The **first column (A) is for mobile numbers only**. These numbers can be written as **0431234567, 61431234567, 431234567, or “6143234567”**. Columns B to G is for any variable you wish to add into your mobile number pertaining to the person linked to the relevant mobile number. This allows you to send a bulk SMS and make it appear to be personal (see Bulk SMS – using Placeholders).

For example: Dear Peter Smith we thank you for your donation of \$300.

Dear Sally Black we thank you for your donation of \$150.

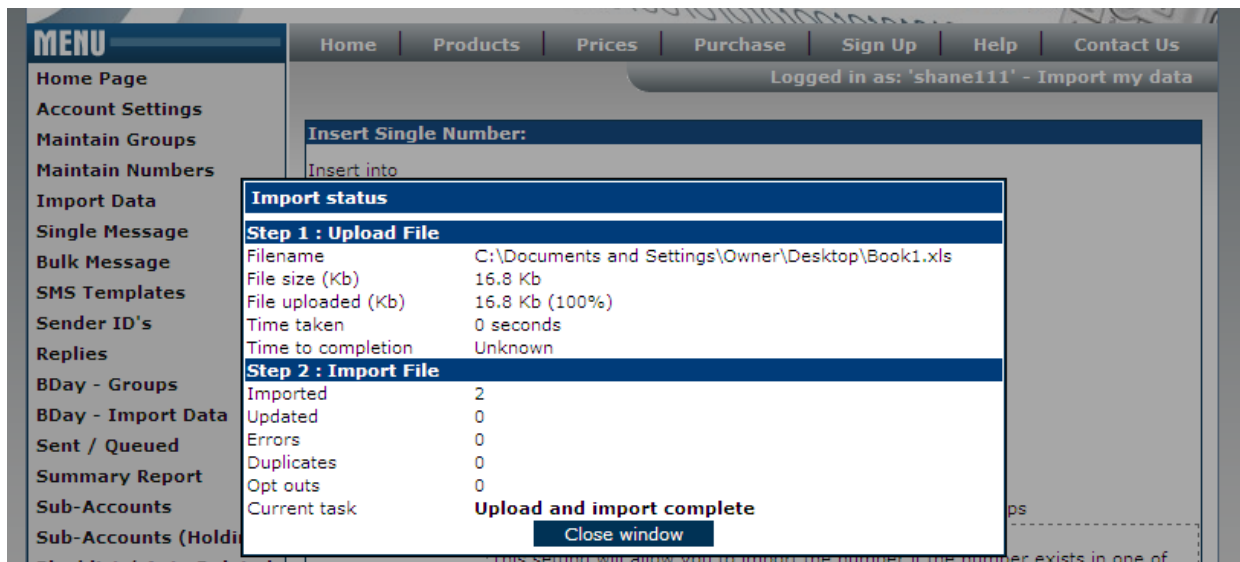
**Text download formats:** You can also use **NotePad**, found under Accessories in Microsoft.

1. Mobile numbers need to be contained as the first field in the file. Mobile numbers can be **written as 0431234567, 61431234567, 431234567, or “6143234567”**
2. Separate the columns with commas. Up to 7 separated data fields with commas are allowed



**How to Import Data:** Once the data has been set up in one of the above formats it can be imported.

1. **Select Group** to which data must be imported. If there is data already in the group, the new data will only be added (it will not overwrite your current data in the group)
2. **Browse** for the file you want to import
3. Select the **file type** you wish to import. **This is very important. Select Excel, CSV or Text**
4. **Duplication** – **SMS Express** automatically does not let you import a duplicate number into the same group
  - **Ignore** - Use this if you **don't want to check** to see if the mobile number **is in other groups**
  - **Check all my groups** – Use this if you want to check to see if the mobile number is in **any other groups**
  - **Check selected groups** – Use this if you want to check to see if the mobile number is in **certain groups**
5. Click **Bulk Import from file**
6. **Import confirmation** is displayed:
  - **Imported** counts the number of mobile numbers imported
  - **Updated** counts the number of mobile numbers with updated information (Values)
  - **Errors** counts the number of empty rows
  - **Duplicates** are counted – they are not imported
  - **Opt outs** are counted – they are not imported



### 3.1 Send Single SMS/Message

To send a single SMS:

1. Set the **date and time**. If left at default, SMS will be sent upon clicking '**Send SMS**'
2. Enter Mobile number beside **To**
3. Enter message beside **Message**. Note 1 credit equals 160 characters, once 160 characters has been exceeded, 2 credits will be charged. Add **template**, if you have created one (see **How to create a template**)
4. **Replies**: Enter mobile number you want replies to go to (cost 1 credit).  
Enter email you want replies to go to (free). Replies automatically go to SMS Express too.  
To send an automated response to the reply, fill in the text area '**Send Response**'.
5. **Flash message** – The SMS only flashes and immediately opens on the mobile phone. It is not saved in their inbox (cost 1 credit)
6. Click **Preview SMS**. Preview of message is shown. Click **Send Messages!**

### 3.2 Send Bulk SMS/Message

To send a Bulk SMS:

1. At the top of the page **Check the box** beside the correct group you want to send the message to
2. Set the **date and time**. If left at default, SMS will be sent upon clicking 'Send SMS'
3. Type your message beside **Message**.
4. Should you wish to personalize each SMS, use Placeholders.

#### Placeholders:

Value 1 = Column B      Value 4 = Column E  
 Value 2 = Column C      Value 5 = Column F  
 Value 3 = Column D      Value 6 = Column G

	A	B	C	D	E	F	G	H	I	J	K
1	043 112 4199	Peter	Smith	\$300							
2	040 400 2231	Sally	Black	\$150							
3											
4											
5											
6											

Using our Excel example type: Dear (click on Value 1) (hit space) (click on Value2) (hit space) we thank you for your donation of (click on Value3).

The messages will be delivered as: Dear Peter Smith we thank you for your donation of \$300.  
Dear Sally Black we thank you for your donation of \$150.

- Replies:** Enter mobile number you want replies to go to (cost 1 credit)  
Enter email you want replies to go to (free). Replies automatically go to SMS Express too.  
To send an automated response to the reply, fill in the text area 'Send Response'.
- Flash message** – The SMS only flashes and immediately opens on the mobile phone. It is not saved in their inbox (cost 1 credit).
- For personal reference enter your **Campaign name**
- Click **Preview SMS**. Preview of message is shown. **Click Send Messages!**

**Account Settings**

- Maintain Groups
- Maintain Numbers
- Import Data
- Single Message
- Bulk Message
- SMS Templates
- Sender ID's
- Replies
- BDay - Groups
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- Logout

Credits: 15

Name	Description	Numbers	Created Date
<input checked="" type="checkbox"/> Charity	Event for Xmas	2	24/Oct/2008 11:01
<input type="checkbox"/> Customers	April 2008	8	24/Oct/2008 10:33
<input type="checkbox"/> Sales Staff	West End Branch	9	05/Sep/2008 09:42

**Send**  SMS  Wap Push  Business Card

**What is a SMS/Text?**

**Time:**  
Your time: 28/Oct/2008 09:43 to alter [click here](#)  
 Message date: Oct 28 2008  
 Message time: 9:26

**Message:**  
 Placeholders: Value1 Value2 Value3 Value4 Value5 Value6  
 Template: Select template  
 Message: Dear @@value1@@ @@value2@@ we thank you for your donation of

**Replies:**  
 Forward to mobile:   
 Forward to email: kirsti@yahoo.com  
 Send response:

**Options:**  
 Flash SMS:  True (Message displayed on screen on delivery, not stored in inbox)  
 SenderID: Repliable  
 Campaign name: 1st SMS Campaign

**Preview:**  
 Message: (Characters used : 72, Messages : 1)  
 Dear @@value1@@ @@value2@@ we thank you for your donation of @@value3@@.

## Addition information to help navigate the website

### 4. Account Settings

You can **change the following here:**

1. **Change Your password** – Just enter the new one twice beside Password and Confirm Password, Click on Update Account
2. **Contact name**, email and phone numbers
3. **Time Difference** - If you are international or outside AEST, you can change your server time difference
4. **Low Credit Warning and Reporting** - Remove or change low credit warnings and credit reports that are sent to your email
5. **Forward replies to mobile or email** - Incoming messages from the SMS's you send can go to the mobile number (costs 1 credit) or email address you enter
6. **Send response to reply** – If someone replies to your message you can send a response (cost 1 credit)
7. **Forward data to URL** – If you want to have sent messages and replies forwarded to a website

### 5. Maintain Numbers

**View numbers in group:**

1. Select the group desired or leave to default to all groups
2. Enter **search criteria or leave blank** to give all numbers or all numbers in a selected group
3. Select '**DISPLAY**' if you want to **display the values** you added in when loading you data, e.g. Value1 could be the client name, this will assist you to identify the number
4. **Sort** numbers by **Number** or **Value** and Ascending (**ASC**) or Descending (**DESC**)
5. Choose **Set Size** – 20, 50 or 100 numbers viewed per page
6. Numbers are listed below the Search Filter area

**Edit Numbers:** Each number can be edited by clicking '**EDIT**' next to the relevant number.

**Delete Numbers:** Numbers can be deleted individually. Select and click **Delete selected**.

**Send SMS to selected numbers:** You can send SMS to selected numbers or all numbers. There is a '**SELECT ALL**' or '**NONE**' function to assist in working with your data.

**Move/Copy numbers in group:**


1. **Select numbers** to move/copy from a group. Click **Move/Copy Selected**
2. Select **Action** – Move or Copy
3. Select **Group**
4. **Update** or **ignore** the contact if it exists
5. Select **Go**

**Note: Important!** The size of your sets can be set to 20, 50 or 100. This is to assist when sending selected SMS. **Once you go to the next set the previous set selections are deleted.** It is important to **select one page then send your SMS.** Going to the next set will not carry over your selection.

**Account Settings**

- Maintain Groups
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- Logout

Credits: 16



**Search Filter:**

Group name: Charity (Numbers:2) ▼  
\* - Groups created by another user

Number:

Value1:

Value2:

Value3:

Value4:

Value5:

Value6:

Display:  Disply 'value' fields in results

Sort: Number ▼ ASC ▼

Set Size: 20 ▼

Search Data

Move/Copy selected
Delete selected
Send SMS to selected

Sets: 1 Select ALL/NONE

Number	Group	Share	EDIT	<input type="checkbox"/>
<u>61404002231</u>	Charity	NA	EDIT	<input type="checkbox"/>
Sally	Black	150		
<u>61431124199</u>	Charity	NA	EDIT	<input type="checkbox"/>
Peter	Smith	300		

Sets: 1 Select ALL/NONE

Move/Copy selected
Delete selected
Send SMS to selected

## 6. SMS Templates

This is a powerful feature for routine SMS's sent. Set up SMS content here and save it. Once you go to Single SMS or Bulk SMS menus there is a drop down menu from which you can select an SMS Template, do some minor editing if required and send.

**How to create a template using the Excel example above:**

1. Go to **SMS Templates**
2. Beside Template type your message (using placeholders if required)
3. Click Create Template

**Note:** You cannot preview a template. To check if you have created it correctly, try sending it to yourself first.

## 7. Sender ID's

Here you are able to create a Sender ID, this is who the receiver's SMS will be displayed from. The Sender ID can accommodate for up to **10 characters** or digits.

Please note:

- Should you use a Sender ID, this is **not a repliable path**, therefore your receivers will not be able to reply to your message

## 8. Replies

All replies to your messages can be **viewed online** and searched by date. Filtered further by searching for **All, Read or Unread replies**. To easily identify the sender include Values 1 to 6 by clicking **Include Sent detail**, and click **Search**. The SMS receiver has **7 days to reply**.

## 9. Sent/Queued Report

View the results of the SMS's you've sent by clicking **Sent/Queued**. The report will have the following details: **Scheduled for**, **Submitted**, **Number** of mobile numbers and **Cost**. **Expand** and click on **View** or **Download** to see more details.

**Home Page**  
**Account Settings**  
**Maintain Groups**  
**Maintain Numbers**  
**Import Data**  
**Single Message**  
**Bulk Message**  
**SMS Templates**  
**Sender ID's**  
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**BDay - Groups**  
**BDay - Import Data**  
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**Summary Report**  
**Sub-Accounts**  
**Sub-Accounts (Holding)**  
**Blacklist / Auto Deleted**  
**API guide**  
**Logout**

Home | Products | Prices | Purchase | Sign Up | Help | Contact Us  
 Logged in as: 'shane111' - Sent Report

**Select Date Range**

Start date: Oct 27 2008  
 End date: Oct 27 2008  
 Campaign name:   
 Include groups in report:  Yes

Scheduled for	Submitted	Nums	Cost (credits)	VIEW/ACTION
27/Oct/2008 09:36	27/Oct/2008 09:36	1	1	CLOSE

**Sent/Replies report:**  
 View : [All](#) | [Staged](#) | [Queued](#) | [Unknown](#) | [Undelivered](#) | [Delivered](#) | [Replies](#) | [Opt Outs](#)  
 Download : [All](#) | [Staged](#) | [Queued](#) | [Unknown](#) | [Undelivered](#) | [Delivered](#) | [Replies](#) | [Opt Outs](#)

**Event Status: (Refresh)** Available for events created from 1st Sep 2008

Paused	0	You can only CANCEL paused messages
Waiting to be processed	0	No messages to PAUSE
Queued	0	Submitted to network, waiting status update

## 10. Sub Accounts

A SMS Express account holder can **create sub accounts**. A sub account is a facility to **delegate authority to others to send Bulk SMS** under their own password and username.

Create a sub account by adding in Username, Password and Full name, click create Sub-Account. To EDIT the sub account click EDIT on the relevant line. Here **credits can be transferred** to the sub account holders from the primary account.

**Note:** check the primary credit stock before allocation of credit to see if there are enough units available.

When creating Groups under the menu item **Maintain Groups**, you have a choice to **make the group available to a sub account holder as read only or write**.

## 9. Auto Delete

Numbers placed on the **auto delete list will be deleted** and should the same number be imported again it will be deleted again on importing. These numbers include any person who has requested to be removed from your list by replying **STOP**, **REMOVE** or other similar words.

## 11. Logout

To leave your "session" click logout so no-one can access your data or send SMS's once you have left your PC.