

BULK SMS

Secured Messaging System



What is Bulk SMS?

In marketing industry SMS stands for Smart Marketing Services. The charges for SMS on mobile phones is very high especially when sending multiple messages and exorbitant when sending to other networks. Bulk SMS service is used to send a mobile message to multiple mobile's through internet.

Bulk text messaging basically refers to an advertising medium where the organizations send single promotional information to many individuals at the same time. Many reputed companies are making use of enterprise mobile messaging for promoting their product because of its low cost nature.

The advantages of Bulk messaging services are cost effectiveness, time saving, instant delivery of messages and instant measurable response for the sent SMS from the recipients. Continuous technical updates have changed not only our lifestyle but also our work style.

Transformation of mobile and cellular technology has lead to the use of Bulk sms as a preferred choice by enterprises, especially for marketing purpose. Large target audience and mass campaigning have become a necessity for business these days, hence a new concept has emerged called the Bulk Messaging.

Chances of remembering SMS are higher than remembering an email and also that reach of short messaging service is very wide spread; hence Bulk SMS gives an added advantage on Branding & Marketing. Customized text message services can be described as a way of making it possible to send SMS in your name or organization to any number of subscribers on all the mobile networks across Ghana and also across the world. In this advanced era, Bulk Mobile messaging has become a prerequisite marketing tool for enterprises.

How does Bulk SMS Work?

Mobile phone numbers of the people you intend to send messages to are submitted and will be sent to all of them at once. The message gets to all of them at the same time, except when the phone is switched off or incorrect phone number was given(in this case the message cannot be sent). **Bulk SMS Can be sent via:**

1. Web Based Control Panel
2. **Bulk SMS Software:** Custom Desktop Software application using our API.

BULK SMS

Secured Messaging System



What is Bulk SMS Gateway?

Bulk SMS gateway is a system with which organizations/ institutions enables themselves for sending or receiving large volumes of SMS by using bulk mobile messaging solutions. The Bulk messaging service follows a specific channel with particular bandwidth limitation. The message senders can also receive delivery reports for the sent SMS. The most useful feature of this service is that a single SMS can be forwarded to a large number of people at a single point of time. Minimum number of recipient is 1 and can be increased to a large volume of numbers.

Bulk SMS Features:

- ☑ Easy to Use
- ☑ Customized sender id
- ☑ No set up cost
- ☑ Import Contacts
- ☑ Schedule Message
- ☑ Real time delivery reports
- ☑ Global Coverage
- ☑ Create / Manage Phone book & Groups
- ☑ Send SMS to single or multiple recipients
- ☑ Create / Manage Template
- ☑ Send Millions of SMS on a button click
- ☑ Check SMS Sent History / Logs
- ☑ Web Based Control Panel / Desktop Based Software
- ☑ Check credits / Buy Credits online
- ☑ Instant Delivery & Reliable Service
- ☑ Send SMS with length 160 / 306 / 459 Characters
- ☑ 24 X 7 Technical Supports
- ☑ Short Code & Long Code Services

BULK SMS

Secured Messaging System



Bulk SMS V/S Mobile Phone

- ☑ Send Local Message from Overseas.
- ☑ Send SMS even when user is away (send scheduled SMS)
- ☑ No worries forgetting important dates like birthday / anniversary.
- ☑ Easy to use
- ☑ Send Millions of SMS at a time
- ☑ Generate Reports

How can bulk SMS help you???

- ☑ Cost effective mode of communication
- ☑ Instant delivery
- ☑ Upload contacts from Excel sheet, CSV Format, Text Format
- ☑ Check Sent Logs & SMS History
- ☑ Start SMS Campaigns using Short Code.

Short Code and Long Code

Short code is a 5 or 6-digit number, which can be used for lead generation. Long Code is a 10 digit virtual Mobile Number. End User Pricing when he sends a message to a short code ranges from INR 1/- to INR 3/- while the end user pricing to a long code is only local SMS charges. You simply choose a keyword that relates to your company, product or service. We will setup the info you want to convey to the customers through SMS. Then simply publicize the keyword through your existing press, radio, TV and outdoor campaigns. With our service, only a 'single additional line' is needed to help you evaluate which type of ad, when and where the ad made an impact, rate of viewer-ship, etc. And can make your customer base stronger by promotional offers, running SMS based contests, offering customer loyalty coupons etc. Such as: 'SMS now and get a discount coupon', 'SMS now and WIN', 'Reverse Bidding (The customer has to guess the lowest unique number), Quizzes, 'Loyalty points' (Can be fully managed by sending the bill number as an SMS to our short code). You can also offer contact details, product information etc. Potential customers can interact with your advertising campaigns by sending an SMS message and your chosen keyword to our mobile short code/ Long Code.

BULK SMS

Secured Messaging System



- ☑ Tens of thousands of responses managed automatically via SMS (No additional running or recurring costs).
- ☑ 50% more consumers respond by SMS than a call center (Discreet and more users friendly).
- ☑ 60% of responses were handled outside of call center hours. (24x7 service)
- ☑ 100% of all respondents' phone numbers and response is logged automatically. (Reusable database of potential customers)

Consumer Benefits:

- ☑ SMS is now a mainstream response.
- ☑ Highly accessible and is "anytime, anywhere".
- ☑ Immediate. No call center queuing or having to remember a call-to-action.
- ☑ Cheap compared to direct calling on a mobile.
- ☑ Quick & Easy information.
- ☑ Easy to remember than a 10 digit phone number.
- ☑ Discreet, Personal data not transmitted audibly.

Advertiser Benefits:

- ☑ shows your company as forward thinking and customer friendly.
- ☑ Low cost of reply.
- ☑ Builds a database of interested consumers.
- ☑ Tracking engine. Detailed navigation tracking of respondents.
- ☑ Real-time data 24/7 via our online Management Console.
- ☑ Can update your marketing messages online and without additional cost.
- ☑ Ability to proactively market to consumers after the campaign has ended.
- ☑ Optional payment facilities- Sell digital content or physical products.
- ☑ Discount coupons, Loyalty points, Tickets, Passes, Gift coupons etc can be offered in real time.

BULK SMS

Secured Messaging System



SMS offers following advantages as a channel of customer service:

- ☑ **Instant:** No delay even if phone is busy/switched-off
- ☑ **Automated:** Automatic relay of critical information
- ☑ **Two-way:** Instant processing of customer queries
- ☑ **Cost:** Significantly cheaper than other medium
- ☑ **Anywhere/Anytime:** Mobile is always in the pocket
- ☑ **Personal:** Highly effective as communication to an individual

Why choose online media Ghana for Bulk SMS Services?

- ☑ State wise data available (170 Million Mobile Numbers of Ghana)
- ☑ No Set-up Cost.
- ☑ Send Bulk SMS from any Computer with internet access.
- ☑ (NDNC) National Do Not Call Registry Service provided on request.

Bulk SMS Applications can be deployed for:

- ☑ Wedding Invitation
- ☑ Launching
- ☑ Birthday Invitation
- ☑ Burial Ceremony
- ☑ Coronation Ceremony
- ☑ Award winning ceremony
- ☑ Meeting notification
- ☑ Customer notification

BULK SMS

Secured Messaging System

- ☑ Political Awareness / Campaign
- ☑ Result Notification
- ☑ Interview Notification
- ☑ Special season's greetings
- ☑ Product Advertisement etc

Bulk SMS Business Solutions:

- ☑ Financial Services
- ☑ Insurance Agents
- ☑ Financial Institutions
- ☑ Retail
- ☑ Transport & Logistics
- ☑ Education

Advantages of Bulk SMS Services

☑ **DIRECT DELIVERY:** SMS is delivered directly to the target on their mobile phone which they will often have with them for 24 hours a day. Moreover, as the message is short and to the point, consumers can also be reached better.

With SMS you can easily reach every member of staff in your company and there is no chance of them missing the call. With the high popularity of the internet, emails are used for marketing products and communicating with staff.

However, emails have many shortcomings, especially when used for marketing. Many times emails will fail to reach targeted customers due to spam filters. In some cases, even if the email reaches its target, the individual may skip reading a message sent by an unknown company. When used for communicating with staff an email might not come to their notice as they might not have their inbox open at the time.

☑ **COST EFFECTIVE:** Bulk SMS are much cheaper than the conventional method of sending sms. Companies can buy subscription from bulk sms gateway for a certain amount of period in which they can send a certain number of sms. These subscriptions are sold at much cheaper rates than the normal sms rates.

BULK SMS

Secured Messaging System



☑ **EASY TO TYPE:** Bulk SMS are sent directly from computer so its easy to type message as user can use keyboard rather than small keypad of a mobile.

☑ **IT IS GREEN:** No more wasting paper! Every day we throughout countless envelopes and inserts that we never read. Not only does text message marketing reduce waste, your message is also stored on the recipient's phone! By transitioning to SMS mobile marketing, you will be saving the planet while actually helping your company!

☑ **Enables truly personalized communication with customers:** You are able to to market to customers on a one-to-one basis, thus giving them the feel of individual treatment via the SMS sent to their mobile phones.

☑ **Shortens your time to market considerably:** You can reach groups of people who are interested in knowing about your products and services instantly.

☑ **Allows the transmission of time-sensitive information:** You may, for example, wish to reach your customers just before lunch hour (if you have a restaurant) and you want to promote daily specials particularly on slow days of the week.

☑ **Includes customization capabilities:**

1. Change your message with a few simple mouse clicks
2. Choose to deliver your message instantly
3. Schedule future delivery of your message at a precise time.

☑ **Ensures text message delivery:** Delivery of your message is always ensured thanks to the reliability of mobile technologies that SMS marketing is built upon.

☑ **Guarantees that your marketing messages are always welcome:** Your marketing campaign is permission-based (opt-in) so your messages are sent only to those who have requested them. According to industry studies, over 80% of cell phone users are willing to receive opt-in text messages. This greatly increases ROI and provides the foundation for a successful campaign.

☑ **Enables you to effectively target both new and existing customers:** Your new customers opt-in easily and existing customers will always embrace the opportunity to receive more personalized treatment. As a result, customer loyalty is increased through a variety of specials, coupons and other offers. This improves your bottom line!

BULK SMS

Secured Messaging System



Sender ID Rules

Instructions and Rules for Sender ID:

- ❑ No Special Characters allowed in the SenderID, only plain characters and space or hyphen allowed.
- ❑ Mobile Number is not allowed as SenderID, if you want numeric sender Id then take Special APPROVAL from admin & operator.
- ❑ Alphanumeric SenderID will be approved only if you submit relevant supporting documents (Trademark, brand registration, company registration) and an undertaking on your letterhead. (Soft & hard copy required).
- ❑ Personal names are not allowed as SenderID
- ❑ Replies to alphanumeric SenderID are not possible. General Regulations As per SMS regulations you are allowed to set a sender id (originator) on your sms message of either 8 alphanumeric characters. Please do not exceed these limitations as your message may not be delivered. We also suggest that you try not to use punctuation and any special characters on your sender as many of these are not supported. Please contact us if you have any further queries.

Bulk SMS Architecture

ONLINE MEDIA GHANA will deploy BULK SMS applications on its server at a desired location to provide an access to YOU via an online application. YOU will run the BULK SMS application - Corpus at its end. This application will be connected to ONLINE MEDIA GHANA SMS gateway through internet cloud.

SMS applications that can exchange SMS messages with Mobility-E SMS center in the following ways:

1. **PUSH MESSAGES:** YOU will be able to push SMS messages with desired information to its clients or affiliates using ONLINE MEDIA GHANASMS gateway service.
2. **TWO-WAY SMS:** We offer a range of Two-Way text messaging services, which offer different features, message rate (capacity) and have different costs. In every case the incoming Mobile Originated (MO) messages can be delivered back to you by HTTP, SMTP or as an SMS to your Mobile Phone. Two-way SMS Service allows you to receive SMS via our web interface or on your mobile or even on your database or any http URL.
3. **TWO-WAY SMS ON DATABASE:** We can also push the incoming message on your database in real time. For that you will be required to create a script, which will process the incoming message. On every message we received for you, we will call that script in real time.

BULK SMS

Secured Messaging System



In this way you can use our two-way SMS service to:

1. Set a Auto-Response message
2. Choose to receive SMS Message on Email
3. Process the message and send custom reply from a database. (Real-time)
4. Implement two-way SMS on your website from each message on your keyword you will receive:

1. The date and time that we received the message
2. The "Originator Address" of the message - often the number of the mobile that sent the message
3. The complete message including your keyword.

We also offer Hosted SIM facility. You supply us with a SIM that has been enabled for roaming and we forward received MO messages to you. 2Way SMS can be used for:

5. **CUSTOMER FEEDBACK:** Customers can easily send feedback on your product and services in just a minute by typing on their mobile and then sending it on our server. This is the cheapest and the fastest way to get valuable customers feedback.

6. **COMPLAINT SUBMISSION:** A complaint can be submitted by SMS, which in fact, is the easiest way to communicate with the service provider. A complaint can be based on any sort of thing. It might be related to malfunctioning of products, support request etc. etc.

7. **PRODUCT INFORMATION:** Information regarding a product can be delivered through SMS. In this case, user must send a specific keyword to our server, which will be then processed and appropriate response will get delivered to the requester.