

## All you need to manage your SMS campaigns

### WHAT IS JANET TXT CAMPAIGN MANAGER?

JANET txt Campaign Manager allows you to create and manage interactive SMS Short Code campaigns all from the convenience of a secure web-based console. Keeping students updated with course information, issuing reminders or notifying them of class cancellations just got a lot easier.

### YOUR BENEFITS

**Simple, intuitive operation.** Anyone can start using the service with the minimum of training. You can start creating 2-way SMS services in minutes.

**Fast real time processing.** Instantaneous sending and receiving of SMS messages ensures a premium service level.

**Flexibility.** You can quickly and easily configure inbound and outbound SMS campaigns to your own requirements. Campaigns can be adjusted or new campaigns added as and when required.

**24/7 availability.** Lets you take advantage of the huge popularity of mobile phones amongst the student community.

**Automation of manual tasks.** Help reduce the time and cost involved in day-to-day administration.

**Improve your customer service.** Customers get an automatic reply immediately after they text in e.g. "Thanks for your message. Your brochure will be sent to you shortly".

**Low upfront investment cost.** Get your interactive SMS services up and running with minimal investment. With our system no new software or hardware is required.

### FEATURES AND FUNCTIONALITY

JANET txt Campaign Manager helps you to encourage real time 2-way interaction with existing or prospective students and staff. In addition, its feature rich capability allows you to automate a number of your organisations processes, helping to streamline administration by taking advantage of the popularity and "always available" nature of SMS.

#### Key features include:

- ✓ Scheduling the frequency and timing of your campaigns
- ✓ Dynamic keyword creation (if using a dedicated Short Code or MSISDN Long Code)
- ✓ Create and manage subscription lists with support of the universal STOP command
- ✓ Define automated replies to inbound SMS
- ✓ Straight-forward real time reporting tools
- ✓ Send standard or enhanced messages including Flash, WAP Push, vCard, & vCal



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### HOW CAN I USE CAMPAIGN MANAGER?

**Inbound information capture.** Use inbound information capture to collect data on your students and allow user interaction and participation. Run voting services, surveys and opinion polls by asking participants to text a keyword to a Short Code number.

**Information requests.** Requests for information on courses and qualifications can be captured through the Campaign Manager console. By defining an immediate automated reply asking for the enquirer's name and address you can further optimise your processes.

**Service enhancement.** Improve the customer service offered to existing and prospective students. Usage could include appointment, fee and coursework reminders as well as updates on the progress of an application .

**Collect feedback.** Ask students for their views on course offerings and services that your institution offers.

**Incident reporting.** Allow students to discretely report incidents that occur in college and university. In addition, use Campaign Manager to set up 'help lines' and support services. From the information gathered, counsellors can make contact with those seeking help.

**Marketing campaigns.** Collate expressions of interest for open evenings, seminars and other events where students and interested parties can register by "texting" in.

**Subscription services.** Students can "opt in" to information services offered by student unions, clubs and societies. Campaign Manager lets you keep a real time list of those interested in receiving information by SMS, and lets you push messages out to them at a predetermined date and time.

### Short Code integration

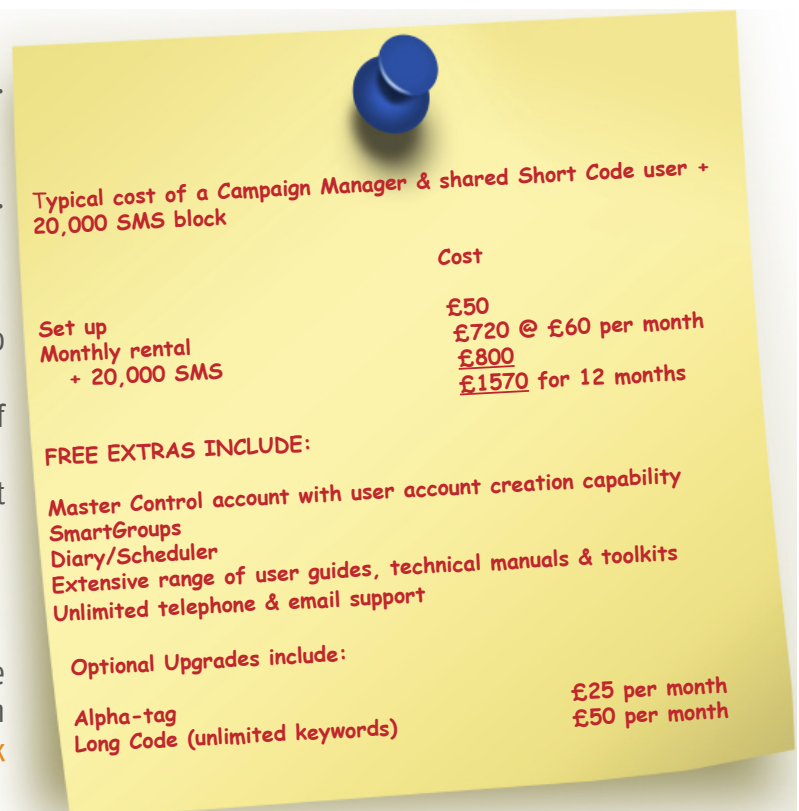
For those organisations that have existing databases (e.g. CRM, billing, marketing) PageOne provides expert help to integrate Short Code SMS services through a secure SOAP interface into any database management system.

### JANET TXT MARKETING CAMPAIGN PACKAGES

Our Marketing Campaign packages have been designed to allow you to get your campaigns up and running quickly and easily, leaving you to concentrate on the content of your messaging. Each package comes complete with a Campaign Manager console, use of a shared Standard Text Short Code, keywords, and a block of SMS messages.

### INTERESTED IN USING CAMPAIGN MANAGER?

To sign up for a Campaign Manager account or to enquire about any of our other services, contact the JANET txt team on 0844 822 5100 or email us at [janettxt@pageone.co.uk](mailto:janettxt@pageone.co.uk) to speak to one of our messaging specialists.



**Typical cost of a Campaign Manager & shared Short Code user + 20,000 SMS block**

	Cost
Set up	£50
Monthly rental + 20,000 SMS	£720 @ £60 per month
	<b>£800</b>
	<b>£1570</b> for 12 months

**FREE EXTRAS INCLUDE:**

- Master Control account with user account creation capability
- SmartGroups
- Diary/Scheduler
- Extensive range of user guides, technical manuals & toolkits
- Unlimited telephone & email support

**Optional Upgrades include:**

Alpha-tag	£25 per month
Long Code (unlimited keywords)	£50 per month