



How to Run a Keyword Campaign

Definitions of a Keyword and a Short Code

Mobile marketing “**Keyword:**”

- A word (combination of letters, numbers) that people text, using their mobile phone, to get something in return – one time offer or offers on a recurring basis.

Short Code:

- A short phone number – usually 5 or 6 digits long, used in mobile text campaigns.

What is a Mobile Text Campaign?

People use their mobile phones to **text a keyword to a short code.**

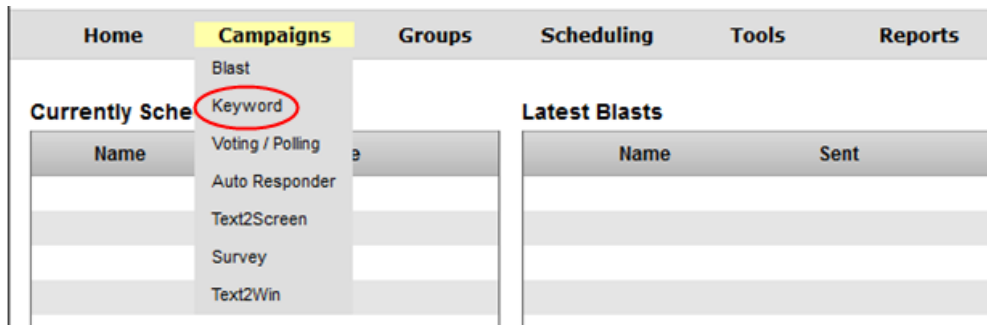
e.g. Text DEMO to SHORTCODE for a 20% off coupon.

DEMO is the keyword. The short code is SHORTCODE.

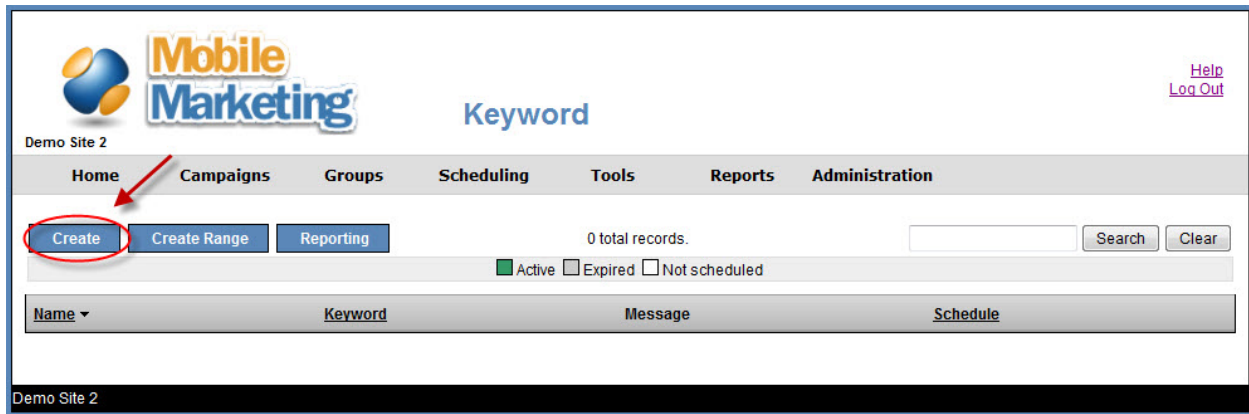
We will be reviewing how to run the type of campaign known as a **Keyword Campaign.**

How to Create a Keyword Campaign

1. Under the Campaigns tab in the Client Marketing Center area, click Keyword.



2. In the Keyword section, click Create.



3. Name the campaign.

4. Pick a Keyword.

- “Available” will show if it’s not in use.
- “In Use” will show if someone else is using it.

Home Campaigns Groups Scheduling Tools Reports Administration

Edit Keyword Campaign

★ Campaign Name: Demo Test

★ Campaign Keyword: Sample Available

★ Reply Message:
Remaining Characters: 160

Reply Message 2:
Remaining Characters: 160

Attachment: Browse...

[+ Show advanced features](#)

Cancel Save Save and Schedule

5. Type in the Reply Message.

- Starred items must be filled out.
- Use the proper format for a text message.
- If needed, fill out Reply Message 2.

6. Add attachment (optional) – click “Browse”

- jpeg & gif, 64mb. The attachment is sent as a separate message.

Home Campaigns Groups Scheduling Tools Reports Administration

Edit Keyword Campaign

★ Campaign Name: Demo Test

★ Campaign Keyword: Sample Available

★ Reply Message: Pizza Shop: Text SAMPLE for 2for1 Coupon med pizza 1 topping. Exp 4-30-11. More coupons 2 come. Msg&Data Rates May Apply. Reply STOP 2end. Terms bit.ly/xxxxxx

Remaining Characters: 2

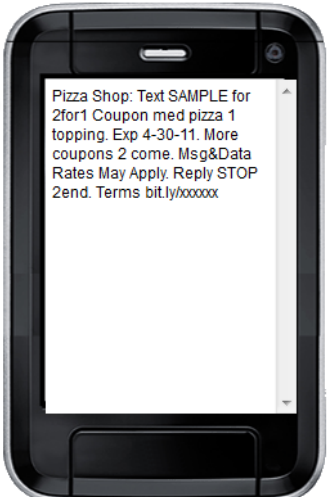
Reply Message 2:

Remaining Characters: 160

Attachment: Browse...

[+ Show advanced features](#)

Cancel Save Save and Schedule



The image shows a screenshot of a web-based campaign management interface. At the top is a navigation bar with links: Home, Campaigns, Groups, Scheduling, Tools, Reports, and Administration. Below this is the 'Edit Keyword Campaign' form. The form contains several fields: 'Campaign Name' (Demo Test), 'Campaign Keyword' (Sample) with a green 'Available' status, 'Reply Message' (a promotional text for a pizza shop), 'Reply Message 2' (empty), and 'Attachment' (empty) with a 'Browse...' button. A blue link '+ Show advanced features' is below the attachment field. At the bottom are three buttons: 'Cancel', 'Save', and 'Save and Schedule'. To the right of the form is a smartphone displaying the text message content from the 'Reply Message' field. Red arrows point from the 'Available' text, the 'Reply Message' field, and the 'Browse...' button to the smartphone screen.

7. Click **Save** to save campaign information.

8. To set a schedule, click **Save and Schedule**.

Home Campaigns Groups Scheduling Tools Reports Administration

Edit Keyword Campaign

★ Campaign Name: Demo Test

★ Campaign Keyword: Sample Available

★ Reply Message: Pizza Shop: Text SAMPLE for 2for1 Coupon med pizza 1 topping. Exp 4-30-11. More coupons 2 come. Msg&Data Rates May Apply. Reply STOP 2end. Terms bit.ly/xxxxxx
Remaining Characters: 2

Reply Message 2:
Remaining Characters: 160

Attachment: Browse...

[+ Show advanced features](#)

Cancel Save **Save and Schedule**

Home Campaigns Groups Scheduling Tools Reports Administration

Edit Keyword Campaign

★ Campaign Name: Demo Test

★ Campaign Keyword: Sample Available

★ Reply Message: Pizza Shop: Text SAMPLE for 2for1 Coupon med pizza 1 topping. Exp 4-30-11. More coupons 2 come. Msg&Data Rates May Apply. Reply STOP 2end. Terms bit.ly/xxxxxx
Remaining Characters: 2

Reply Message 2:
Remaining Characters: 160

Attachment: Browse...

[+ Show advanced features](#)

Cancel Save **Save and Schedule**

9. Select the Starting and Ending Date, Time and Time Zone.

The screenshot shows a navigation bar with the following items: Home, Campaigns, Groups, Scheduling, Tools, Reports, and Administration. Below the navigation bar, the text "Scheduling Keyword: Demo Test" is displayed. The main content area is titled "Scheduling" and contains the following fields:

- Start Date:** A date input field containing "04/16/2011", a time dropdown menu set to "12:00", an AM/PM dropdown menu set to "AM", and a time zone dropdown menu set to "Eastern".
- On-going:** A checkbox labeled "On-going" with a red arrow pointing to it.
- End Date:** A date input field containing "04/17/2011", a time dropdown menu set to "12:00", an AM/PM dropdown menu set to "AM", and a time zone dropdown menu set to "Eastern".

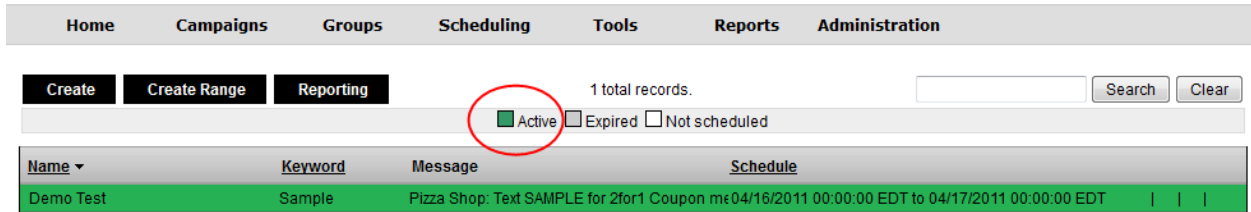
At the bottom of the form are two buttons: "Cancel" and "Launch".

10. If an ongoing campaign, click On-going.

11. Click **Launch**. Campaign is not live or Active until it is launched.

This screenshot is identical to the one above, showing the Scheduling interface with the Start Date, End Date, and On-going checkbox. However, in this version, the "Launch" button at the bottom is circled in red, and a red arrow points to it from the right.

12. Active Campaigns are highlighted in green.



Home Campaigns Groups Scheduling Tools Reports Administration

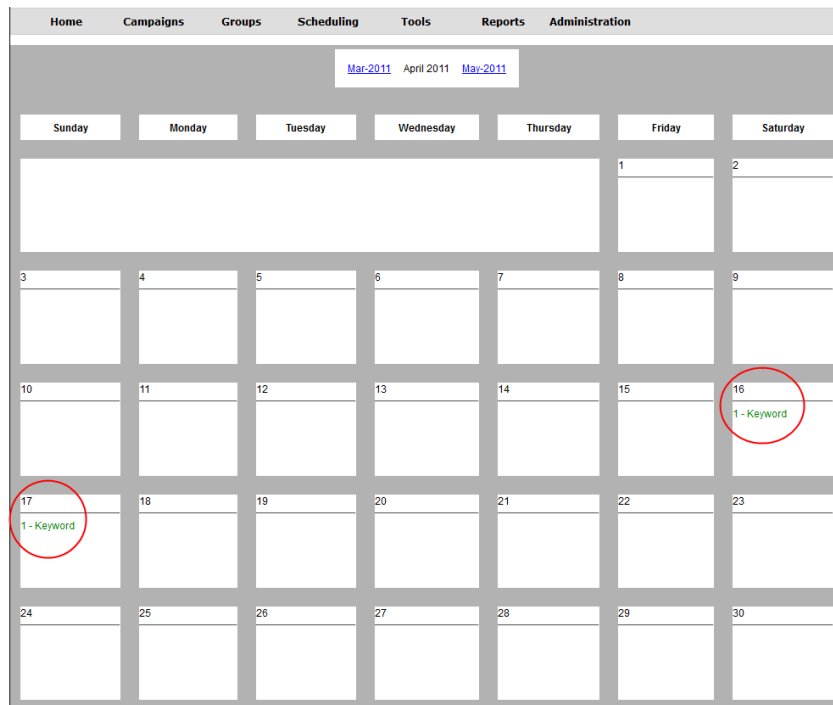
Create Create Range Reporting 1 total records. Search Clear

Active Expired Not scheduled

Name	Keyword	Message	Schedule
Demo Test	Sample	Pizza Shop: Text SAMPLE for 2for1 Coupon me	04/16/2011 00:00:00 EDT to 04/17/2011 00:00:00 EDT

- Expired campaigns are highlighted in grey.
- Campaigns that are not scheduled are highlighted in white.

13. Active campaigns will show on the calendar by clicking Scheduling.



Home Campaigns Groups Scheduling Tools Reports Administration

Mar-2011 April 2011 May-2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16 1 - Keyword
17 1 - Keyword	18	19	20	21	22	23
24	25	26	27	28	29	30

14. A New Group is created for the Keyword and it shows under the Groups & Members area.

- The Campaign shows under Campaign Distribution and in graphic.

Home Campaigns Groups Scheduling Tools Reports Administration

Currently Scheduled Blasts

Name	Schedule

Latest Blasts

Name	Sent

Groups & Members

Group Name	Opt-Ins	Opt-Outs	Total Count	Creation Date
#Hit Keyword 'Sample'	0	0	0	2011-04-16 19:26:02

Campaign Distribution

Blast	0
Keyword	1
Voting/Polling	0
Auto Response	0
Text2Screen	0
Surveys	0
Text2Win	0

Legend:
■ Blast ■ Keyword
■ Voting/Polling ■ Auto Response
■ Text2Screen ■ Surveys
■ Text2Win

A pie chart representing the Campaign Distribution. The chart is almost entirely dark red, representing the 'Keyword' category. A small yellow circle containing the number '1' is located at the bottom of the chart, with a yellow arrow pointing to it from the right. This small circle represents the single 'Keyword' campaign out of a total of one.