SMS Marketing Campaign Checklist

☐ **Collect numbers & Opt-Ins**

☐ **Check phone number formats**

☐ **Check country regulations**

☐ **Check content restrictions**

☐ **Review character limits**

☐ **Notify your provider**

☐ **Send a test campaign**

Collect **numbers** and **opt-ins** ahead in time

Have you collected the phone numbers and opt-ins? If **yes**, skip to the next step.

If **not**, start doing it at least two weeks before your campaign.

Before your campaign, you need to have sufficient amount of contacts with legitimate consent for receiving communications via text message.

Without consent, you're **not allowed** to send messages.

Check your phonebook number formats

You have gathered the numbers and consents by now.

But are the **numbers formatted correctly** and **legitimate**?

- Check for the prefixes (country codes)
- Make sure there are no extra characters: no (), no extra spaces, no letters

Use a **number lookup API/number lookup tool** to ensure the phonebook numbers are active and belong to a real handset.
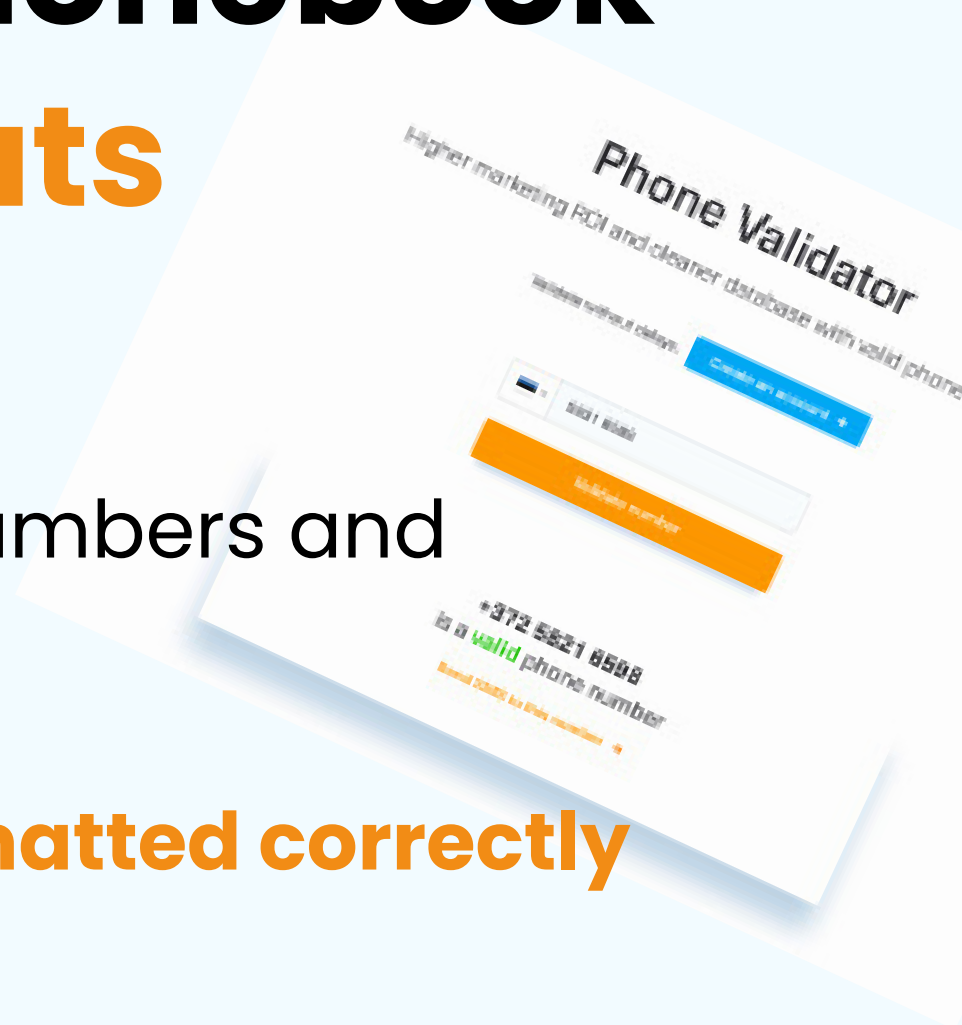
Check the **country regulations**

To maintain SMS safety, certain countries require **prior registration**, **specific content**, and **sender name**.

Here's what you need to keep in mind:

- Verify whether you need to register
- Confirm that your content is allowed

For instance, in the UAE, USA, United Kingdom & Czech Republic, campaign registration is a must.

Otherwise, your campaign may get **blocked** or sent from a **generic sender name**, which can harm your brand reputation.

Check content-related restrictions

Certain types of content may not be permissible in specific regions.

For instance, sending **gambling** or **religion-related** messages may be restricted in some countries.

Additionally, some countries may restrict links, so it's always best to use **branded links** rather than *bitly* or *tinyurl*, as these are more likely to be filtered or blocked.

In France, messaging is only allowed during work hours.

We've added 5€ to your account for testing. Send your first campaign: msnt.ee/sms

Review character limits

Be aware that certain **characters** in your SMS text may cause issues, even if everything seems fine at first glance.

If you use characters that are not compatible with the **GSM character set**, your content **may become longer** and **exceed your budget**.

For instance, one SMS message may appear as a *single* message, but could actually be sent in *three parts*. That's three times your budget!

To avoid this, use an **SMS length calculator** tool to stay within the 160 character limit.

Notify your messaging provider

Notifying your provider about your upcoming campaign is crucial.

By doing so, your provider can:

- Confirm the **set routes** for your campaign
- **Verify** your registrations
- Review your content and **budget**
- **Test the content** to ensure it arrives
- Provide valuable **recommendations** to enhance your campaign's success.

Send a **test** campaign

Before launching your **large-scale campaigns**, it's always a good idea to send out a small **test batch** to see how live traffic responds.

This can help you avoid any **unexpected complications** that could cause significant damage if you sent out the entire campaign at once.

For example, send out **10 messages** for testing.

Are **you** prepared for your **next campaign**?

Reach out to us for help!