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MParDreamin' 2022

Expanding Cross-Channel Marketing with MobileConnect

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What's on our agenda?

This session is for partners looking to better understand the SMS enablement process, as well as marketers evaluating different marketing channels and interested in mobile messaging. Today we'll be covering:

- What mobile messaging is and how it works
- Marketing Cloud's MobileConnect
- Key considerations while evaluating options
- Preparation for the lengthy enablement process
- Ways to incorporate SMS/MMS into your marketing plan

Terms To Know



Federal Communications Commission (FCC): A US government organization that regulates the SMS laws.

Keywords: A unique word or string of characters that SMS subscribers can use to interact with your short code and opt-in to certain types of campaigns.

Inbound Message: Mobile-originated (MO) messages are sent by customers from their phone. Inbound messages require two-way communication availability.

Outbound Message: This refers to a mobile-terminated (MT) message, or the messages you send to customers.

Aggregators: Salesforce partners that connect our messaging platform with carrier networks around the world.

Application-to-Person (A2P): This is how MobileConnect works—you create the message in our app and send it to a customer.

Carrier: Mobile providers across the globe.

Cellular Telephone Industries Association (CTIA): A US trade group who represents communication sectors including cellular services. They maintain a handbook of short code regulations and best practices.

What is 'mobile messaging'?



Messaging from a mobile phone or mobile device.

- Short Messaging Service (SMS) texting
- Multimedia Message Service (MMS) texting
- Wireless Access Protocol (WAP) mobile messaging services like WhatsApp

Code Type	Description	Considerations
Short Code	A short code (typically 5 to 6 digits long) is used in one country or market.	<ul style="list-style-type: none">● Vanity or personalized codes are available in the US.● Two-way support: The marketer can send messages to a customer, and the customer can text information back.
Long Code	A long code (typically 11 to 13 digits long) is used in multiple countries and includes a country code prefix.	<ul style="list-style-type: none">● International reach.● One-way support (in most markets): The marketer can send messages to a customer, but the customer can't text information back.● Two-way support (in specific markets): The marketer can send messages to a customer, and the customer can text information back.
Private or Dedicated Code	A code assigned to your company for a specific purpose.	<ul style="list-style-type: none">● Unlimited number of keywords.● Required for US SMS/MMS programs.
Shared Code	A code that is shared across multiple clients from different verticals.	<ul style="list-style-type: none">● Restricted keywords based on availability. Also limited to five keywords.● <i>Not available in the US.</i>

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Marketing Cloud's MobileConnect



Create Message Cancel Save

1 **Select Template** Text Response

2 **Define Properties**

3 Define Content

4 Schedule/Activate

Back Next

Setup

Message Name *

Short/Long Code * Select...

Call to Action ?

SMS Send and External Source A subscriber receives an outbound message or a person responds to a call to action from an external source.

External Source Message (Optional)
Text "keyword" to <code>

Text Response
Create an automatic response to an inbound SMS message

Overview + Create Message

Message Stats Last Month

Outbound: **8,331**
Sent on Avg: 9,267

Inbound: **13**
Received on Avg: 26

Create Report

Keyword Stats

5 Most Active	Short/Long Code	Responses
ApeIldkkafC57wwREkAA	44422	7226
UPDATE	44422	3816
SIGNUP	44422	1313
Rep4nM7RekaKn/n9LKIDA	59545	1212
EMAIL	44422	826

Contacts

Mobile Opt-Ins: **129,256**
Total

Growth: **0%**
Over Last 30 Days

Manage

Administration Subscription Term: 01/01/2018 to 12/31/2069

Settings Save

Keywords

Non-GSM Keywords Enabled Disabled

Controls

Bounce Logic Enabled Disabled

Held List 0 Subscribers Clear List

Stored Content

From Name: Edit

Headers (0/3) Add 1

Footers (0/3) Add

Send Blockout

Send Blockout is not enabled. 2

Set Blockout Window

Key Considerations



Compliance

- How are you managing consent?
- Opt-In and Opt-Out Keywords
- Custom Preference Center
- Ensuring you have the appropriate language on Terms & Conditions and Privacy Policy
- HELP/STOP Keywords

Data Management

- Phone number formatting
- Mobile vs. landline
- Subscriber Key issues
- Send information doesn't get pushed to CRM automatically
- Salesforce SFMC Contract
 - Short code cost (additional vanity code cost, if applicable)
 - [Super Messages](#) and Multipliers allowance
 - Contact count

Internal Guidelines

- How will this channel be used?
 - Alerts, polls, appointment reminders, etc.
- Process documentation
- Single-send Journeys or one-off sends?
- How does this channel fit into your marketing and/or business strategy?

Words From The Wise



“Unlike Email, analytics and send information of SMS Sends doesn’t get pushed to Salesforce automatically, so you might want to do this via a recurring automation into a custom object.

SMS Send definition created in Mobile Connect cannot be deleted from the UI(API Call works for deletion), hence I always recommend creating a single send journey for SMS Sends.

Adding a dynamic URL in SMS content is easy. Shortening a URL is easy. But shortening a dynamic URL is tricky and cannot be achieved from the UI hence require AMPscript.

There is a large difference in the SMS multiplier for different countries hence super message consumption could be varied across geography. You might want to take that into consideration when creating the segment.”



Aman Batra

Salesforce Marketing
Cloud Architect

Character implementation with MobileConnect takes some tweaking and isn’t as straightforward as you may think.



Aysha Marie Zouain

Product Owner, Salesforce
Marketing Cloud

“Start working on having your phone number data in the right shape well in advance so it's ready when your SMS codes are ready to use.

If you're going to send globally, spend time mapping out your consent life cycle for each region/SMS code.”



Alex Rejstrand

Salesforce Marketing
Cloud Consultant

SMS Enablement Process



Purchase short code, submit Reservation Form, obtain assigned short code



Submit CAF and obtain aggregator approval



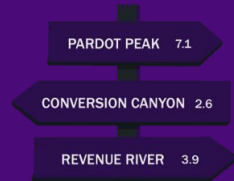
Short code provisioned to SFMC, set up keywords and messages



Obtain carrier approval, internal testing, and Go Live

AVERAGE US CARRIER REVIEW TIMELINES

AT&T & Sprint / Boost / Virgin (Tier 1) <i>4 - 6 weeks</i>	T-Mobile / MetroPCS (Tier 1) <i>8 - 10 weeks</i>	Verizon (Tier 1) <i>8 - 12 weeks</i>	Tier 2 & Tier 3 Carriers <i>8 - 12 weeks</i>
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Short Code Enablement Workbook

This document was created to provide an overview of the information needed to complete the Campaign Application Form (CAF) for a new US Private Short Code to be used with Marketing Cloud's MobileConnect. Items in purple are required from the client and used for CAF submission.

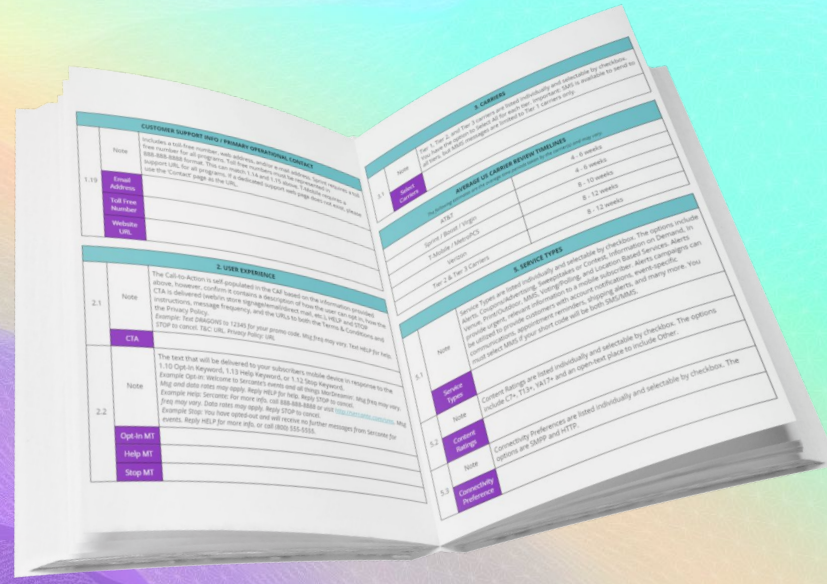
Key Links and Resources

- [CTIA Short Code Monitoring Handbook](#)
- [Character Counter](#)

COMPANY INFORMATION

All US mobile carriers require the following company information for all new Campaign Submissions.

0.1	Company Name	
0.2	Parent Company	(if applicable)
0.3	Tax ID	
0.4	Company URL	
0.5	Company Mailing Address	
0.6	Client Point of Contact	
0.7	POC Email Address	
0.8	POC Phone Number	



Preparing for the SMS Enablement Process



**Nearly 95% of messages are
opened within 3 minutes.**

@crowdmultiplier

Now let's incorporate SMS/MMS into your marketing plan!



Promotions

Coupons, discounts, offers, promotions



Transactional

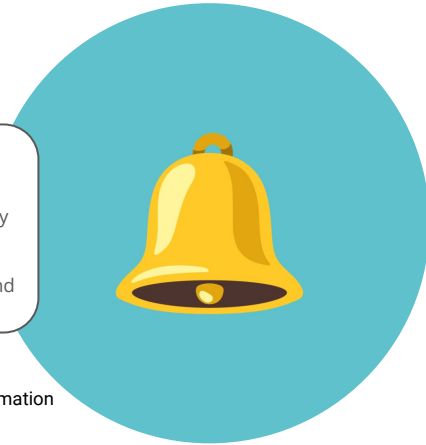
Appointment reminders, post-service follow-up, shipping notifications

The polling SMS template can be directly used in a journey. If the journey has a survey/polling SMS, it needs to be done via AMPscript and some custom logic.



Aman Goyal

Marketing Automation & CRM Director

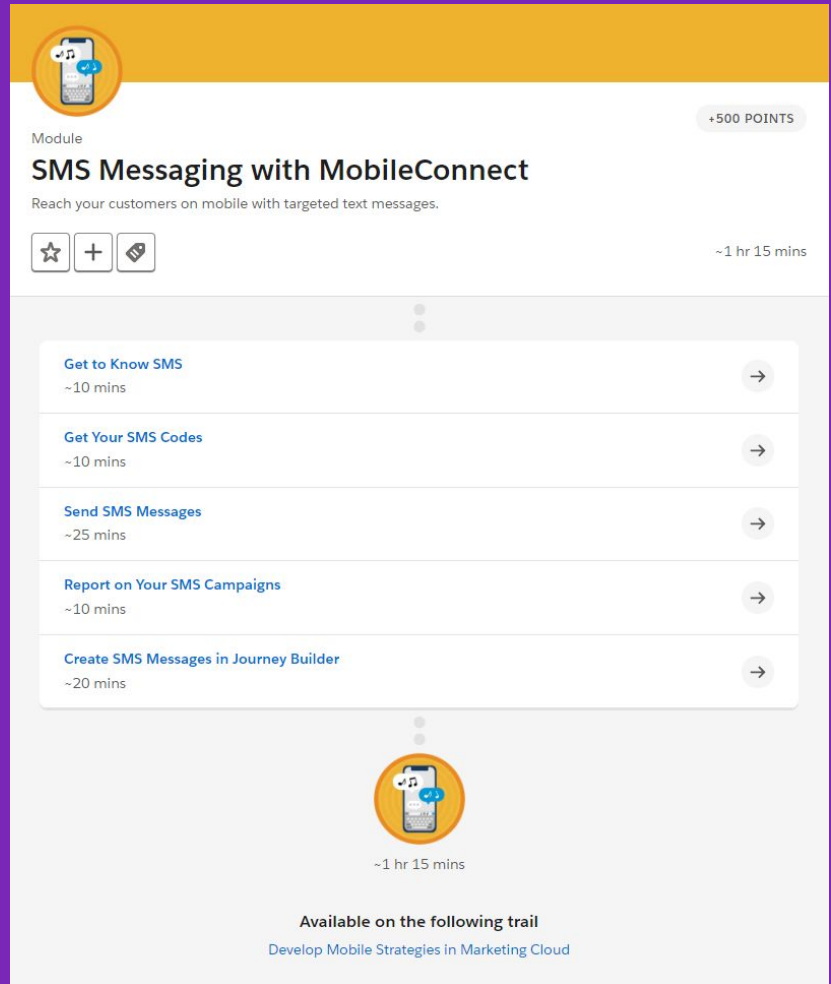


Alerts & Notices

Severe weather, events, call-to-action

MobileConnect Toolbox

- [SMS Enablement Workbook](#)
- [Code Acquisition Process and approved Enablement Partners](#)
- [Get Started in MobileConnect](#)
- [Account Administration](#)
- [Import and Manage Contacts](#)
- [Create & Manage Messages](#)
- [SMS Messaging with MobileConnect Trailhead Module](#)
- [US MobileConnect Guide for SMS Sending](#)



The screenshot shows the Trailhead interface for the 'SMS Messaging with MobileConnect' module. At the top left is a circular icon of a smartphone with a music note and a plus sign. To the right of the icon is a yellow bar with '+500 POINTS'. Below the icon, the text 'Module' is displayed. The main title is 'SMS Messaging with MobileConnect' in bold. Underneath is the description 'Reach your customers on mobile with targeted text messages.' Below the description are three icons: a star, a plus sign, and a document. To the right of these icons is the duration '~1 hr 15 mins'. The main content area is a list of five tasks, each with a title, a duration, and a right-pointing arrow:

- Get to Know SMS** (~10 mins)
- Get Your SMS Codes** (~10 mins)
- Send SMS Messages** (~25 mins)
- Report on Your SMS Campaigns** (~10 mins)
- Create SMS Messages in Journey Builder** (~20 mins)

At the bottom of the list is a larger circular icon of a smartphone with a music note and a plus sign, with the duration '~1 hr 15 mins' below it. At the very bottom, the text reads 'Available on the following trail' followed by 'Develop Mobile Strategies in Marketing Cloud'.

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GREENKEY

FIONTA



Thank you!

We appreciate your attendance at this session. If you have any questions please reach out to us via Goldcast or use the information below. We hope you enjoy the rest of the conference!

Ashley M. Anger

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