How to Guide

How to use Short Links and Attachments in SMS

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Getting started

Text messaging has made its mark in business communications for being cost effective, direct and concise. But what happens when you need to say a little more than 160 characters? This guide covers everything you need to know about using short links and attachments, to make your communications much more effective.

Textlocal allows you to easily insert web pages or even attach files and sends them across as 'short links' in your text messages. The end user can now click through for extra content or perform the action defined by you, directly from their mobile device. This could be web pages, PDFs, Word documents, mobile surveys and much more.

What's more, Textlocal will provide intricate reporting on all the short links that are opened, including who opened it, when and what type of handset was used. This is a great way to track open rates and generate warm leads from SMS marketing campaigns.

Introducing links in SMS

Including a URL in your text message allows the recipient to click through to extra content directly from their mobile. This could be a dedicated web page, PDF brochure, Microsoft Word document, mobile survey and much more, at no additional cost.

What's more, Textlocal will report on whether short links are opened, including who opened it, when and what type of handset was used. This is a great way to create warm leads from your text message sends.

What's the difference?

Short links

Our short link creator lets you enter any website URL and transforms it into a shorter version that can be used in message sends – and only takes up a few characters.

> ### Textlocal Tip
> There's no additional cost to include a link or attachment using Textlocal! You simply pay for the text credits you use.

Page link

This link opens a mobile web page that's been created and saved in Textlocal. This will also be a short URL, reducing the number of characters used. For more information on creating mobile web pages, read our guide 'How to create mobile web pages'.

Attachments

This tool lets you create a link to a document up to 10MB that isn't available on your website or via the Internet. Textlocal will store this file for you online, enabling you to send a link as a URL.

Survey link

Include a link to a mobile survey or data capture form that's been created and saved in Textlocal. For more information on surveys and forms, read our guide 'How to create mobile surveys and forms'.

Ticket link

Include a link to a mobile ticket, voucher or loyalty card you have created in Textlocal. For more information, read our guide 'How to create Mobile Tickets, Vouchers and Loyalty cards'.

Example uses

Adding a link to your text messages is proven to enhance the customer experience. Here are a few examples used by many Textlocal customers:

Attachments

An attachment can be any file such as a Microsoft Word or Excel file, PDF, image or PowerPoint presentation. Think about what you typically send as an email attachment that may get deleted because it takes up too much space in an Inbox, gets sent to a spam folder or just never gets opened. Attach it to a text message at no extra cost and measure the difference in open rates and response. Examples include:

• Your latest product brochures or catalogue

• Flyers including short-term offers

• Customer newsletters

• Photographs or images of your services

• New menus or your 'specials board'.

Short links

A standard short link can link to any web page. Textlocal recommends using mobile optimised pages to give the recipient a better experience. Examples include:

• A link to your own website to give instant access to further information or offers

• Send recipients directly to a certain page on your website such as your terms and conditions

How to insert links into your text message

From the send screen, create your text message as normal and then use the icons at the bottom to choose what you would like to include.
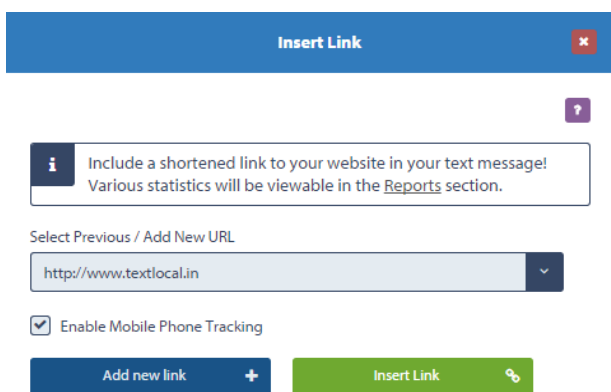
Message

Textlocal Tip
Don't forget to populate the rest of your text message with clear, relevant information
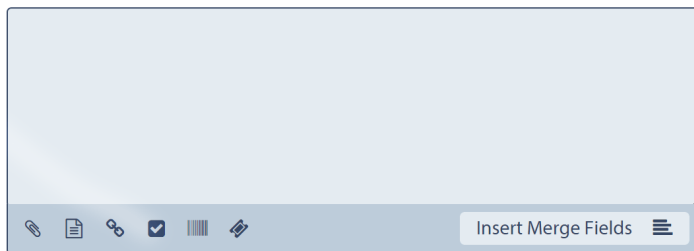
 Attach a file

 Add a page link

 Add survey link

Inserting a Short Link

Copy and paste the web URL you want to use into the URL field and click 'Insert Link.' Textlocal will store all the links you use so they can be used easily in future.

Textlocal Tip
Make sure that 'http://' only appears once at the beginning of your URL

Insert an attachment

Upload a file (up to 10MB) from your PC or local drive by clicking the 'attachment' icon underneath the text box. Once you've stored your file, it's available to be used again and again, and there's no limit on the number of files you can upload and keep in your Textlocal account.

Insert a page link

Select the 'page link' icon which is underneath the text box. Here you can select which of your existing mobile pages you would like to include in your text message.

Insert a survey link

Select the 'survey' icon to choose which of your pre-built surveys you would like to include.
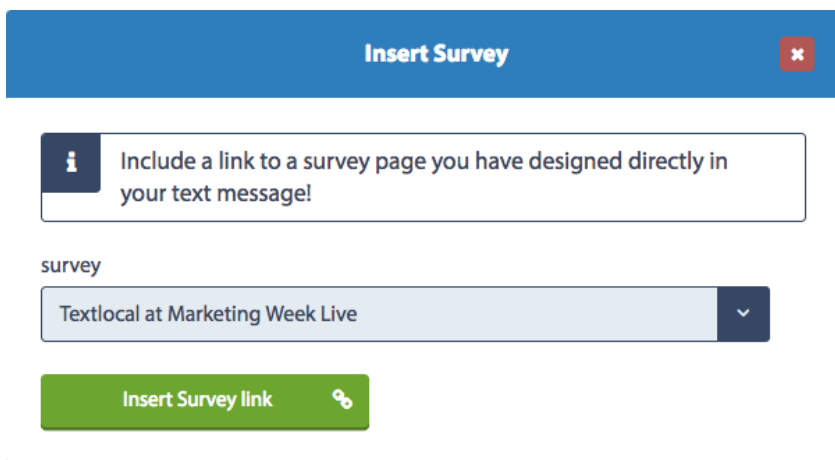
Link tracking and reporting

For each type of link, you'll be prompted to include tracking – so you can report on the number of clicks made on a link. This means you'll be able to see exactly who has opened the link, when they opened it and what handset it was opened on.

Selecting to add tracking to your message converts your URL to something like this: http://tx.vc/r/1Zh/#LinkTrack#. This level of tracking gives text messaging a huge advantage over other forms of communication.

We track click through rates in real time and you can export the below mentioned details from the Textlocal reports section

- Total number of clicks on the URL
- Mobile number of the recipient (who has clicked URL)
- Date and time of the click
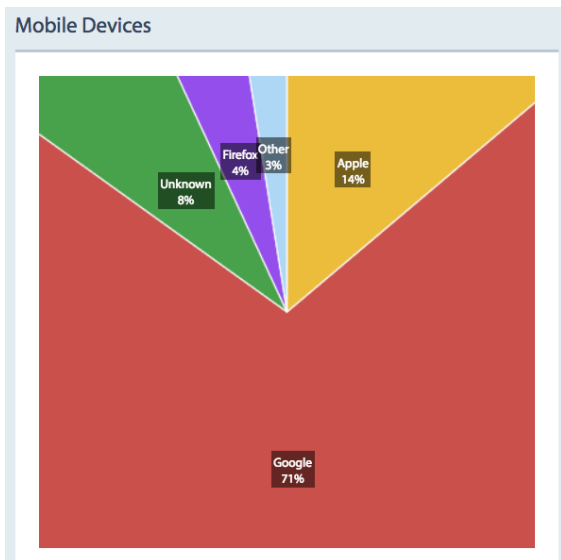- Device and browser of the recipient

With this report data, you can study user behavior, fine tune similar campaigns, and follow-up with new campaigns to the recipients who've clicked.

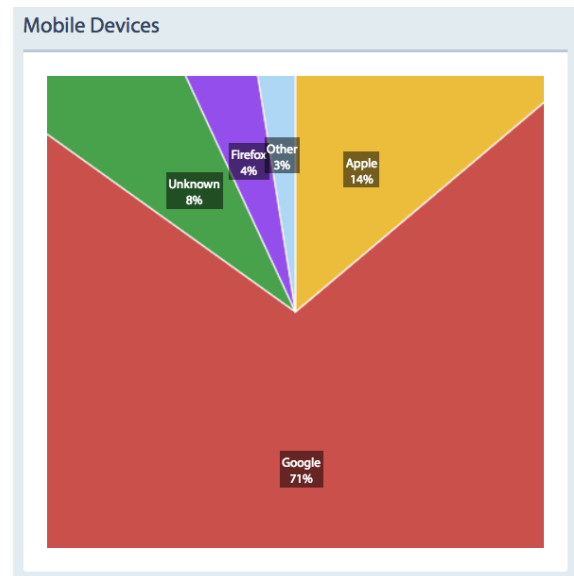## Your short link report will include the following:

Analysis of how many people opened your link and when:
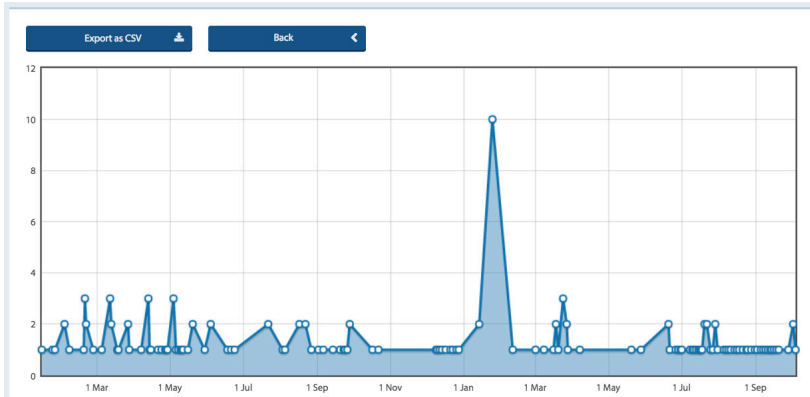
Information about the screen resolution that the link was viewed on:

Which handsets the recipients used to read/open the link:

Need more help?

If you need any further help or guidance using Textlocal please call our dedicated support team on +91 40 30858602 or visit our website www.textlocal.in for more help and support.

www.textlocal.in

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TEXTLOCAL to 92205 92205

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