

Your Checklist for Success

1



Set Up Your Account

UPLOAD YOUR CONTACTS

Bulk uploading is the fastest way to get all your current contacts into your account. Use this [CSV file](#) to format your contacts. Here's a [step-by-step guide](#) or call us at (855) 341-8861.



Ensure your contacts have agreed to getting texts so they'll stay opted in and engaged!

ACTIVATE THE FREE DEMO KEYWORD

Your free trial includes a Keyword. Set it up with [this guide](#). Then use your mobile phone to text the Keyword to your account's six-digit short code.



Find it in the My Account dropdown menu.

2



Start Messaging

CHECK YOUR INBOX

Go to Inbox to view the Keyword text message you just sent. Click on the message and hit Reply. Once you click Send, you'll receive it on your mobile phone in seconds.

SEND A TEST GROUP MESSAGE

Click New Message and select Send Group Message. Type in your mobile number. Compose a message. Click Media to add an image. Paste in a URL to use our free link shortener. Then check your phone for the text message.



Images = More Engagement

CHECK YOUR OUTBOX

Go to Outbox to view the group message that you just sent. Click on the message to see the Delivery Report – just some of the [performance data](#) that EZ Texting provides.

3



Build Your Subscriber List

GET YOUR OWN KEYWORD

The best way to build your subscriber list is a custom Keyword. Choose one that's easy to remember, won't get auto-corrected, and makes sense for your business.

CHOOSE AN OPT-IN INCENTIVE

Decide how to get people to opt in to your Keyword. Keep the incentive simple like an exclusive offer or timely alerts.

MAKE A POSTER

Create signs announcing your keyword. Find the free Poster Maker listed under Tools. The Photo Friendly template lets you customize the poster.

BROADCAST YOUR KEYWORD

Tell everyone about your Keyword and why they should opt in. Add it to your emails, newsletters, receipts, website, and Facebook page — any medium that's highly visible.



Keep text messages short, relevant, timely, and actionable.

4



Become a Text Marketing Pro

SEND A GROUP MESSAGE

Compose your first campaign to send to your Keyword opt-ins and/or clients who have agreed to receive texts. Send to a minimum of 20 contacts to get more insight into your message's performance.

SET UP AUTOMATED MESSAGES

Under Campaigns, schedule Recurring Texts to send the same message to a group at regular intervals. Drip Campaigns send one group different messages at various intervals. Reminder Campaigns send an appointment reminder or an annual birthday message.

SET A GOAL

You have to set a goal to reach one. How large would you like your subscriber list be? 500 or 25,000 contacts? How frequently will you be messaging them, including automated campaigns? Know your target when choosing a pricing plan. EZ Texting offers flexible plans to cover all types of business needs.



EZ Texting is the #1 SMS marketing software. We deliver the smartest, fastest, easiest, and most reliable ways to connect with your mobile audience. Learn more at eztexting.com

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