



PC to mobile communications

ZapitSMS Broadcast Groups

The ZapitSMS Broadcast Group function provides a convenient way to create groups of contacts for effective communication with customers, staff or subscribers using text messaging.

A Broadcast Group is a list of contacts that you maintain. It can also allow external subscribers to opt-in or opt-out of a list.

Subscribers to a Broadcast Group can opt in or out via the web or by SMS.

ZapitSMS customers can easily create multiple broadcast groups and add contacts to them. In addition "Public Joining" can be enabled so that anyone can subscribe to the group from a web page or by sending an SMS message, with pre-defined keywords to a ZapitSMS number.

The group owner has full control over the group and can disable or edit any contact in the group.

These groups can also be shared in two ways:

1. With all admin users of your ZapitSMS account
2. With all users (admin and non-admin) of your ZapitSMS account

This allows all users (or selected users) of your ZapitSMS account to send (broadcast) messages to the broadcast groups configured under your account.

Contacts can be added to a group in three ways:

1. The group owner enters contact details manually
2. Web Opt-in (optional) – A URL is provided for each broadcast group
3. SMS Opt-in (optional) – Instructions are provided for each broadcast group

Applications of Broadcast Groups

Almost all industries can use broadcast groups to communicate more efficiently.

Some examples:

- Organisation wide announcements to staff
- Event organisers communicating with visitors
- Retailers offering discounts to loyal customers
- Schools informing parents of sporting event cancellations
- News websites sending breaking news to their readers
- Councils notifying residents of extreme weather or hazards

Broadcast Group Features

Shared Access

You can choose to share your broadcast groups with your admin users only or all users in your account. If access is permitted, non-admin users will have read-only access to the group. This means they will not be able to make changes to group however, they can send messages to contacts inside the group.

Password Protection

Web and SMS based subscription to a Broadcast Group can be password protected to restrict group membership. When enabled, a password must be supplied by the subscriber to join the group.

Full Control over Public Joining

Public Joining can be enabled or disabled as desired for a Broadcast Group. The group owner can edit or remove any contact in the group using the administration interface.

Size Restrictions

The maximum number of subscribers to a group can be restricted by an account administrator.

Send Restrictions

When sending messages to a Broadcast Group you can limit the number of contacts to send the message to. If the limit was set to 200 and the group contained 250 contacts, only the first 200 would receive the message.

Web based Opt-In and Opt-Out

ZapitSMS provides an online form to join or opt-out of your group. If a Broadcast Group is password protected, a password must be provided by the subscriber. Web based Opt-in and Opt-out is optional and can be enabled by the group administrator if required.

SMS based Opt-In and Opt-Out

Every broadcast group has a "Full Name" and a short "Opt-In Name". The short Opt-In name is used when joining the group by SMS. For example, an organisation may have created a broadcast group for their employees located in Australia. The full name of the group is "Australian Staff" and the Opt-In Name is "AusStaff". The staff can join this group by sending the message "AusStaff" to a specified number. The SMS based Opt-In and Opt-Out feature can be enabled or disabled as required.

Opt-In and Opt-Out instructions

Every broadcast group contains full instructions and web links for Opt-In and Opt-Out of the broadcast group. This will allow you to publish this information in an email or on a website.

Personalised Messages

When sending a message to a Broadcast Group you can add the contacts name automatically by typing "[name]" where you want the name of the contact to appear. For example: "Dear [name], ABC retailers are offering 20% discount on their new arrivals until 15 June." will be sent as "Dear John White, ABC retailers are offering 20% discount on their new arrivals until 15 June."

Please Note: Depending on the length of the name/s the number of SMS messages required may vary.

Detailed Reporting

A detailed report of every message sent to the broadcast group will be listed in "Sent Items".

Replies

Your contacts can reply to messages sent to them through Broadcast Groups and the replies can appear in your ZapitSMS inbox.

Confirmation Messages

Optional confirmation messages can be sent to the contacts automatically, as soon as they join or Opt-Out of your Broadcast Group. These messages contain Opt-Out or Opt-In instructions for your contact/s for a particular broadcast group.

How to create a Broadcast Group

To create a new Broadcast Group, login to your ZapitSMS web admin and from the “Administrator Menu” click on “Broadcast Groups”. Click on “New Broadcast Group” line to open the “New Broadcast Group” form.

Enter the full name of the group in space provided.

Enter a shorter “OPT IN Name” for the new group which will be used for public joining by SMS.

Enter a description for the group which will be displayed to users joining your group.

You can choose to share your Broadcast Groups with all users or admin users only of your ZapitSMS account. *(Non-admin users will only have read-only access to the group)*

The “Public OPT IN” option is used to enable public subscription to your Broadcast group. You can allow people to join your group via web and SMS. If this option is turned on you will see full instructions on how to join this group which you can publish on your website or by email etc. If the “Public OPT IN” option is turned on then you will see three more options to configure public joining.

1. Max. Public Opt In Allowed – You can limit the number of public users that can join your group,
2. Join Password – You can set a password for public joining through the web so that only those that you have provided the password can join your group,
3. Send Confirmation Messages – Turn this feature on to allow ZapitSMS to automatically send confirmation messages to users joining or opting out of your group. These messages will be sent from your account.

After successfully creating a Broadcast Group you will see the entry for the group on the “Broadcast Groups” main page.

Broadcast Groups			
PDF What are Broadcast Groups? New Broadcast Group			
Created by You :			
1	Group Full Name :	Australian Staff	OPT IN Name : Aus Staff
	Public Joining :	Allowed (Web and SMS) [Max. Allowed : 200]	Join Password : mypass
	Created :	23 June, 2009 13:27:09	Status : Active
	Contacts :	Total : 500 Active : 500	Action :
	Web OPT IN :	http://www.zapitSMS.net/publicopt?action=OPTIN&group=Aus Staff [Password : mypass]	
	Web OPT OUT :	http://www.zapitSMS.net/publicopt?action=OPTOUT&group=Aus Staff [Password : mypass]	
	SMS OPT IN :	Send SMS Aus Staff to +61424022567	
	SMS OPT OUT :	Send SMS Aus Staff OUT to +61424022567	

Please Note: All instructions for web and SMS Opt-In and Opt-Out are given with the Broadcast Group.

Broadcast Group actions



Edit Group – You can change any of the settings of your Broadcast Group by clicking on this icon.



View Contact – You can view all active, disabled and opted-out contacts in the selected group.



Add Contact – You can add a contact to a Broadcast Group manually by clicking on this icon.



CSV Import – If you have a list of contacts as a CSV file then you can import it into a Broadcast Group by following a few easy steps. All instructions are given on the import CSV page.



Disable Group – You can disable your Broadcast Group at anytime by clicking on this icon.



Broadcast (Send Messages) – When you are ready to send messages to your Broadcast Group then click on this icon to display the “Broadcast SMS” form.



Convert to Address Book Group – You can convert a broadcast group into an address book group using this action. After successful conversion the group will be transferred to the “My Contacts” section and all the active contacts of your broadcast group will be moved into this new group.

How can someone join my Broadcast Group?

Depending on your settings in the “Public OPT IN” section of your Broadcast Group, members of the public can join your broadcast group in 3 ways: Web opt in, SMS Opt-In or Web and SMS Opt-In.

Web Opt-In:

The webpage link for Web Opt-In will be provided with your Broadcast Group details. You can set a password on Web Opt-In to restrict the number of subscribers joining your group.


SMS Opt-in:

Instructions along with the ZapitSMS mobile number will be provided with the Broadcast Group details. The procedure is to simply SMS the Opt-In name (keyword) of the group to the number specified.

Web and SMS Opt-In:

Combination of both features.

How can I send text messages to the mobile phone members of a Broadcast Group?

Click on the Broadcast icon  located in the action section of your Broadcast Group to display the "Broadcast (Send SMS)" form.

You will see the name of your Broadcast Group in the "Group Selected" section and the number of contacts inside this broadcast group in "Active Contacts" section.

Type your message in the "Message" box and choose the number of contacts you want to send this message to. You can send to "All Contacts" or just the "First N" contacts. (*N is a number between one and the total active contacts in your Broadcast Group.*)

You can select the reply path in the "Reply Option" section. Replies will be directed according to the option selected.

Click the "Start Broadcast" button to start sending messages to the members of your Broadcast Group.

The sent messages will appear in the "Sent Items" section of the Web Admin. You can view a detailed report of the broadcast by clicking on the "Report" link displayed against an item in the "Sent Items" report.

If you require any further information regarding your account, please contact us.

Email: support@zapitsms.com.au

Address: PO BOX 2128
Milton, QLD, 4064
Australia