
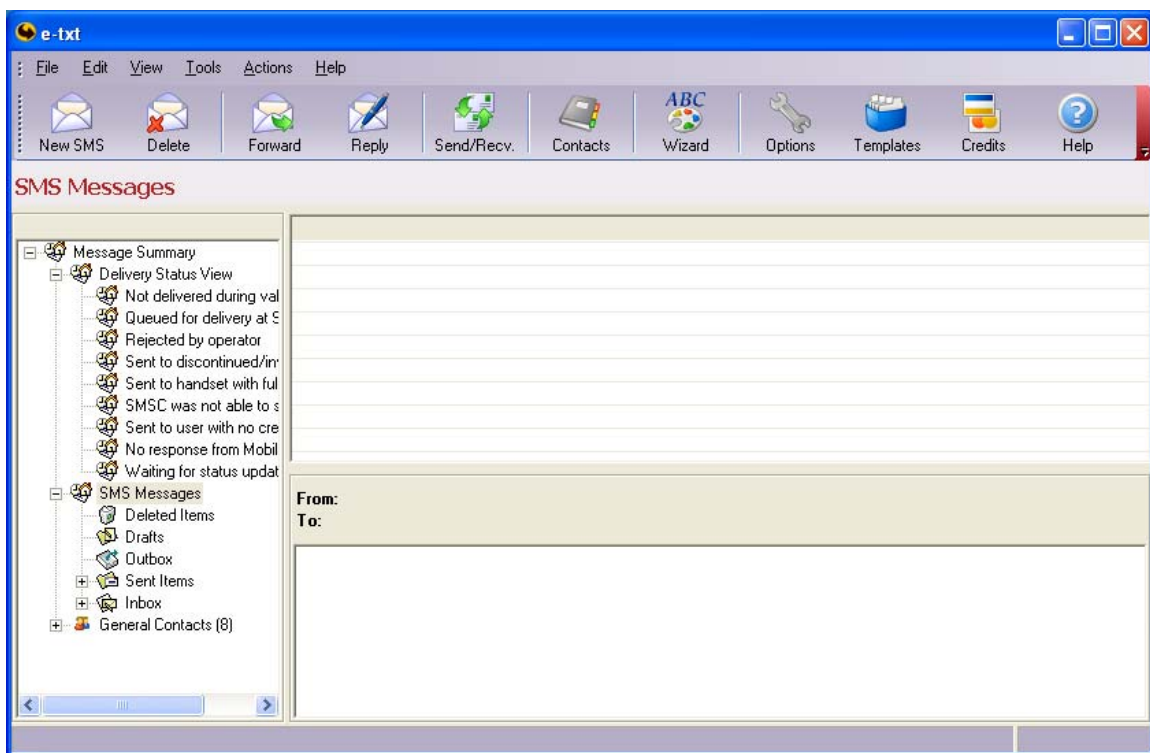


## How to set up automatic replies to text messages containing key words or phrases

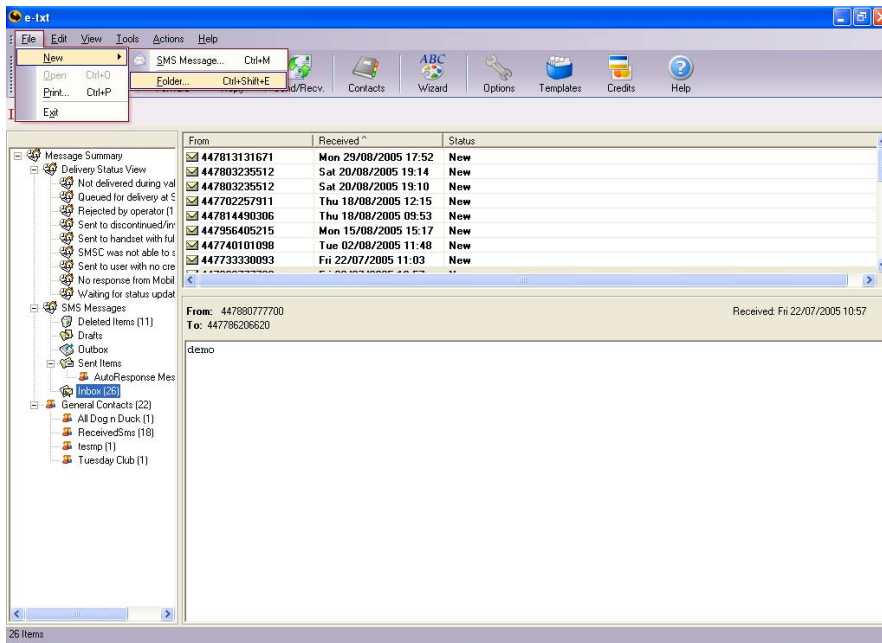
Whether you use a dedicated number or are exploring the benefits of getting replies to your texts, Rules are a great thing to understand, and add hugely to the power of e-txt™. You can send a standard message to anyone who replies to your text or responds to a promotion on a flyer with a keyword you told them to use (e.g. Win, Yes, Flowers etc)

1. Open e-txt™ by clicking on the  icon on your desktop or selecting **Start-> Programs-> e-txt -> e-txt**
2. Ensure that the **SMS Messages** toolbar is displayed by having a messaging folder selected in the **Main Navigation Tree** (If a **Contacts** folder is selected the Main Toolbar changes dynamically to the **Contacts Toolbar**).

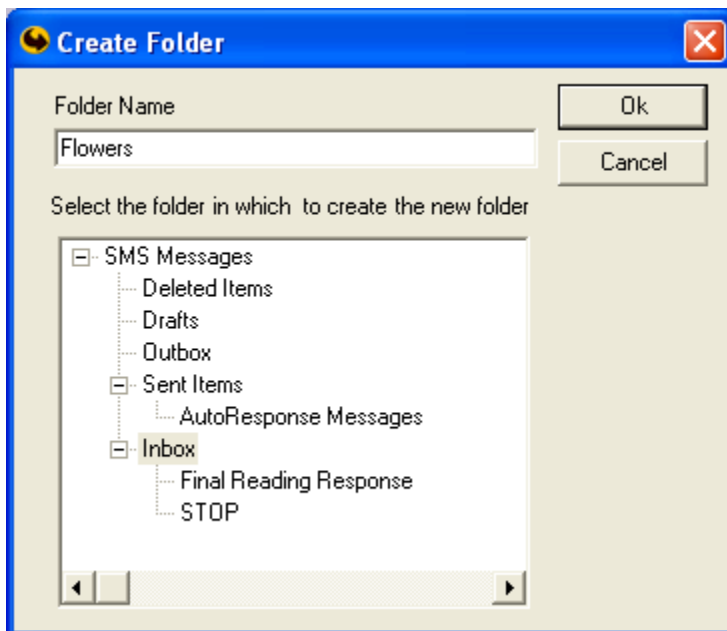


3. After opening e-txt™, the first thing to do is to set up a folder to receive all the messages for a particular promotion. For example, a Florist's promotional flyers may say, 'Text 'Flowers' for a half price delivery of Red roses to your loved one on Valentines Day.' In this case it would be appropriate to name your new folder 'Flowers'.

4. To do this put the left cursor on **Inbox** and go to **File->New -> Folder** as shown here:

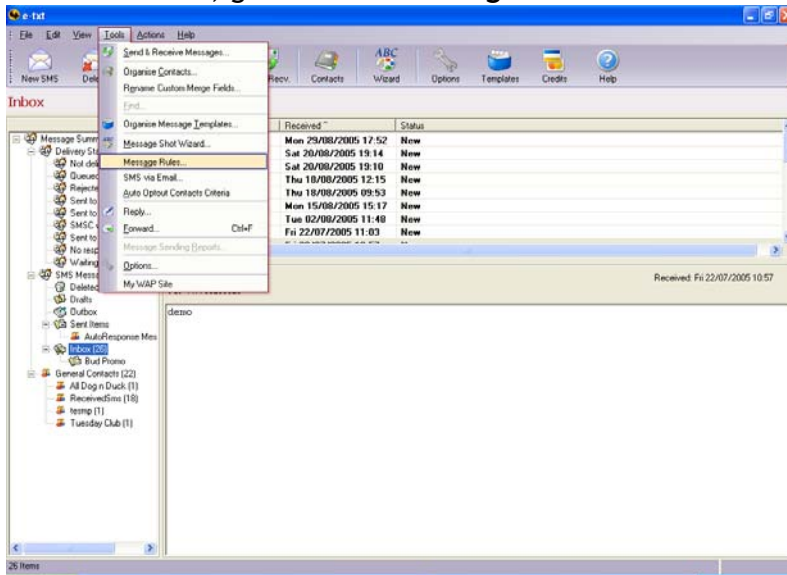


5. Then in the box shown below, create a subset of **Inbox** called '**Flowers**' as shown:

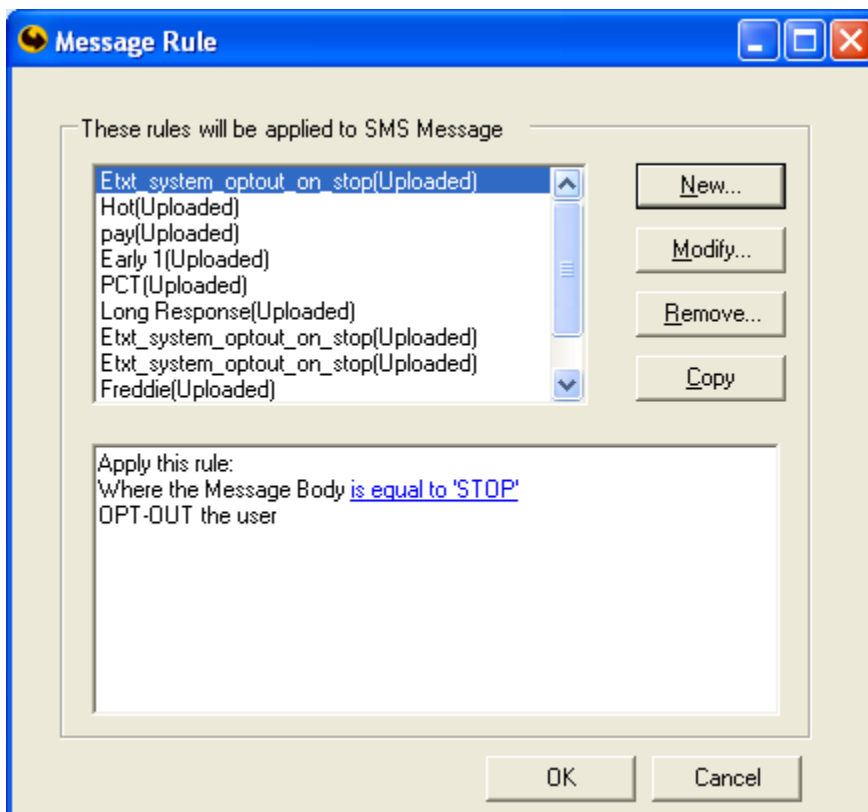


NB, the Left Cursor must be in **Inbox**, for the new folder you create to be part of inbox. You want it to be there (rather than e.g. a subset of sent items) since it will be used to move messages coming in as part of the 'Flower' Promotion.

6. Next, go to **Tools->Message Rules**



7. You will see this box. Choose **New** to create a new Rule:



8. In the first box, tick **Where the message Body starts with specific words**. This will mean each message is checked as it arrives to see if it matches your chosen promotion keyword.

9. In the second box, tick **Reply with message** (to automatically respond to the message with a reply) and **move it to Specified folder** (to move the message to the folder that you created above).

**Rule**

Select your conditions and Action first, then specify the value in the description

1. Select the condition for your Rule

- ☐ Where the From line contain people
- ☒ Where the Message Body starts with specific words
- ☐ If a message comes outside these hours
- ☐ Where the Message Body is equal to specified text
- ☐ If Message comes on specified MD line

2. Select the Action for your Rule

- ☒ Reply with Message
- ☒ Move it to specified folder
- ☐ Forward it to specified email address
- ☐ Forward it to specified mobile number

3. Rule Description(Click on an underlined Rule Criteria/Action to edit it)

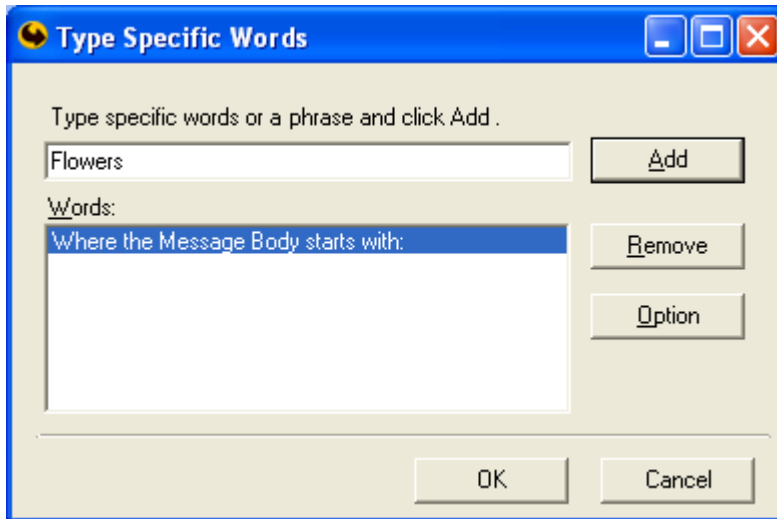
Apply this rule:  
Where the Message Body starts with specific words  
Move it to specified folder  
and Reply with Message

4. Name of the rule

Bud Promotion

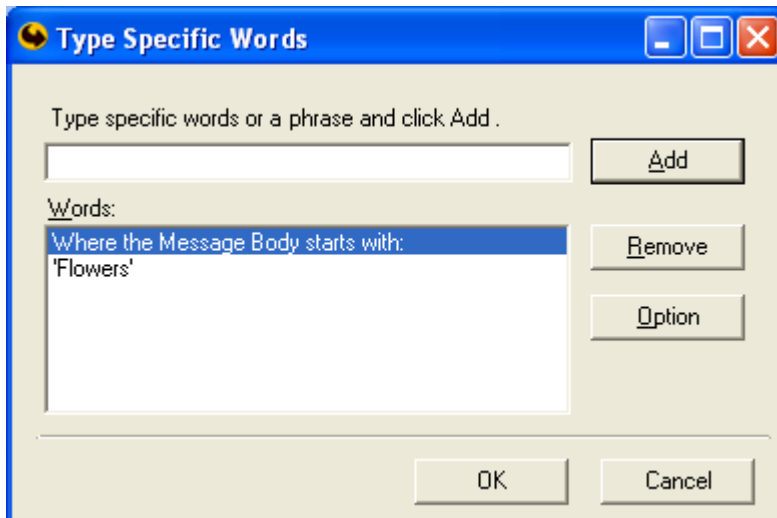
Ok Cancel

10. a) In the third box Click on 'Starts with specific words' and enter the promotional word, 'Flowers', in the box headed **Type specific words or a phrase** and click **Add**.



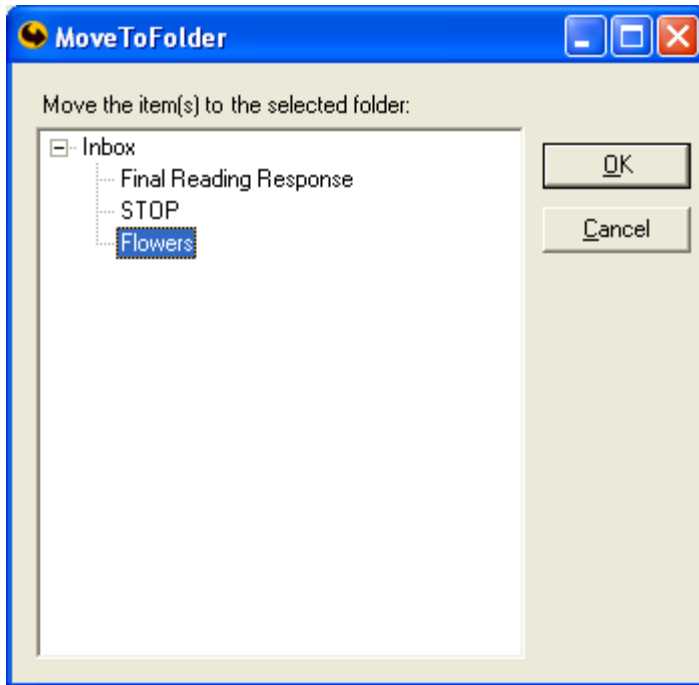
Peoples response is NOT case sensitive, so if the text 'flowers' or 'FLOWERS' it will still work.

- b) Click **Add** and you will see your promotion name is added to the **Words** list.



- c) Press **OK** to close the box

11. Click on '[specified folder](#)', highlight the **Flowers** folder, and click **OK**



The purpose of forwarding it to the 'Flowers' Promotion part of the Inbox is to easily tell who has responded. You will be able to see a running total of the number of responses by looking at the bottom left corner of e-txt, and a total of the number of unread messages in brackets next to **Flowers**.

12. a) Click on '[Message](#)', and type your message in what looks like a standard message sending box:

**Note:**

- It is **very important** to keep the message under the **SMS limit of 160** so that you don't send more than one message with each reply.
- We have chosen a Response option (**see below**) of **Recipient Can't Reply** and the sender ID as **FlowerFairy**. To see how to change the sender ID to your companies name **see How to set the sender ID of a text message**
- People will receive your text as coming from your sender ID ie '**FlowerFairy**'. This means that you can immediately recognise text tickets (that someone shows you on their phone) that have been sent directly from you, compared to tickets that have been forwarded by your recipient to a friend of theirs.

- b) The message box will then look like this:

**SMS Message**

File Edit View Tools Help

Send Save Cut Copy Paste Merge Template Translate Delivery Help

Response Options: Recipient Can't Reply

From: FlowerFairy Delivery: As soon as possible Send Email

To:

Select Country: International Add Signature Valid For: 0 Hours

Show this msg in 'Flower Fairy' to claim half price delivery of a dozen red roses. Tell your friends to join in and text 'Flowers' to 07786204015.

Characters Used: 145 Characters Remaining: 15

c) When complete, click the **Save** icon in the top left corner of the window.

13. In the fourth box of the **Rule** window create a name for your rule like  
“Flowers’ Promotion’

**Rule**

Select your conditions and Action first, then specify the value in the description

1. Select the condition for your Rule

- ☐ Where the From line contain people
- ☒ Where the Message Body starts with specific words
- ☐ If a message comes outside these hours
- ☒ Where the Message Body is equal to specified text
- ☐ If Message comes on specified Inbound line

2. Select the Action for your Rule

- ☒ Reply with Message
- ☒ Move it to specified folder
- ☐ Forward it to specified email address
- ☐ Forward it to specified mobile number

3. Rule Description(Click on an underlined Rule Criteria/Action to edit it)

Apply this rule:  
Where the Message Body starts with 'Flowers'  
Reply with 'Show this msg in 'Fl...' Message  
and Move it to 'Flowers' folder

4. Name of the rule

'Flowers' Promotion

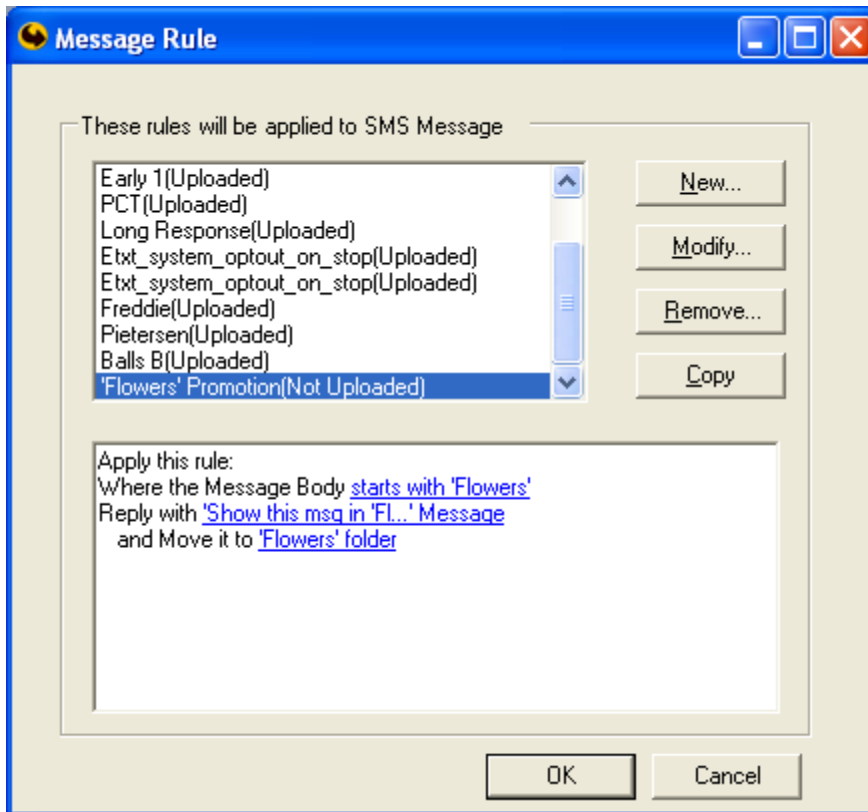
Ok Cancel

You can see that the Rule Description box now contains a summary of the details you have entered for each part of the Rule.

**14.** Click OK to save the Rule.

You will now see a list of the Rules you have created. The 'Flowers' Rule is highlighted below:





Note that it is not yet 'Uploaded'. This means it has not been uploaded to our server and will not be active. The Rule is uploaded when you click OK to this Rules window. Once it is uploaded, it will work whether your computer is on or not.

### Summary of what you've now done and how this is part of a promotion

You have now added a Rule so that messages starting with 'Flower' get put into a separate folder and replied to automatically.

People respond because you have texted them, or they have seen a poster / advert etc.

If it started with you texting them, write your message as normal, maybe using a template and Merge fields. The key part of the message will be something like "Text back 'Flowers' to get your ½ price roses delivery"

- NB - VITAL - In response options, choose "Response to e-txt Required" - without this, it will not work
- Send your message to your list
- Everyone that responds will be sent the flower promotional details by return text
- Watch a while later for how many people have responded, by counting the number of messages in your 'Flowers' part of Inbox