

# Bulk SMS

**Need to communicate with your clients, staff or anyone in South Africa? Use an SMS! It is a quick and easy method for communications.**

- Inform, reassure and delight your customers with information they need. (Taken)
- Robust and reliable
- Highly effective channel of communications
- Designed to put millions of customers within reach in just a few clicks
- All from 1 easy to use and convenient platform
- Access from Anywhere, anytime on any device.

## **What is Bulk SMS?**

### **Definition of SMS**

- SMS stands for Short Message Service
- 1 SMS has 160 characters
- The SMS is created within a SMS application (desktop, Mobile device, etc.).

### **Bulk SMS facility allows clients to**

- Send one or multiple SMS's to a large number (database) of cell phone numbers, all at one time.
- Currently we are able to send 3000 SMS's per second.
- Schedule messages to be sent at a predefined time.

## **How does it work?**

### **You can choose to either**

- Send the database of cell phone numbers and SMS message to our agents - Stouf will then send out the message for you!
- OR
- Create a FREE account on SMSimpi (Run by Stouf Communications) – This is a Pay As You Go service. Here you will be able to upload your own database of cell phone numbers and send the SMS at your convenience.

Stouf Communications (Pty) Ltd trading as Stouf.com Reg No 2000/026080/07  
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**Directors:**  
P Van Rensburg. (Managing)  
D Martin (Financial)  
E De Swardt (Technical)

### Where can I use it?

- Debt Collecting
- Security Management
- Emergency Messages
- Announcements
- Send outstanding balances to clients
- New specials in store
- Advertise new products
- Advertise your competition
- Wish your clients happy birthday
- Time limited offers
- New price announcement
- Create brand awareness
- Introduce your great business
- Send Motivational SMS
- Birthday party invitation
- Wedding invitation
- Book launch announcement
- Motivational SMS
- Romantic SMS
- Happy new week
- Naming ceremony invitation
- Prayer request SMS
- I'm looking for a Job SMS

### The benefits of Bulk SMS?

- 2 Way communication
- Easy to use
- No Monthly Fees – Registration is free
- Pay as you use
- Real time stats
- Direct, Effective, Inexpensive
- No expiring credits
- Schedule SMS
- Real value for your business
- Stability & Reliability
- Cost-effectiveness
- Proven ROI
- Effective communication management
- Worldwide coverage
- Accessible 24/7
- cost effective
- Effectively target
- Easy and Affordable
- Track the success of your campaign
  - Notifications
  - Marketing
  - Authentications

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### **Facts:**

- Approximately 50% of consumers in the U.S. make direct purchases after receiving an SMS branded text
- SMS campaigns have over 7 times greater performance than email campaigns.
- . 79% of smartphone users rely on an SMS opt-in or other mobile device service to assist them in making purchasing decisions while shopping.
- 90% of mobile device users who were enrolled in SMS loyalty clubs felt they had benefited from being involved in the program.
- Coupons delivered via SMS have redemption rates 10 times higher than those of printed coupons.
- In the U.K. and U.S., a surprising 20% of Internet users are already mobile-only.
- SMS has a 98% read rate. 90% of texts are also read within 3 seconds of being received. That's better than the read and open rate of emails, and click-through rate of Facebook ads.
- Bulk SMS has open rates of 98% and messages are read by the recipient within 5 minutes.

### **Setup:**

#### **Step by step**

1. Register
2. Pay
3. Send

### **Sending a Bulk SMS through Stouf – Reporting:**

- Reports are sent after 24 hours after the Bulk SMS has been sent.
- The report includes the following:
  - Date SMS was sent
  - Delivery report per SMS
    - Each SMS will have a status
    - Submitted to network no response: The message was submitted to the provider but no response was received
    - Submitted to Network: The message was submitted to the provider and they responded, acknowledged they received it.
    - Delivered to handset: The message was submitted and delivered to the handset.
    - Rejected by Network: The message was rejected either due to a time out (the phone was off) or the number does not exist or has been disconnected even though it was in the correct format.

### **The Do's and Don'ts of SMS?**

#### **DO's:**

- Ensure the subscriber has opted in
- Offer an automated opt out mechanism
- Ensure replies are enabled. Check delivery speeds and times – do you need to set "block" times
- Incentivise the consumer
- Include a call to action in a campaign
- Follow the CPA

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#### **DON'TS:**

- Don't SPAM
- Don't send "After hours"
  - Prohibited times for direct marketing - <https://waspa.org.za/coc/14-5/>
  - 16.8. Unless a consumer has expressly or implicitly requested or agreed otherwise, a member may not engage in any direct marketing directed to a consumer on:
    - Sundays, public holidays contemplated in the Public Holidays Act, 1994;
    - Saturdays before 09:00 and after 13:00; and
    - all other days between the hours of 20:00 and 08:00 the following day.
  - Don't block replies
  - Do not forget to offer an "opt out"

#### **Costs? (all costs incl VAT)**

- Sending a BULK SMS through Stouf
  - R0.25c per SMS sent
    - Please note if your SMS message is longer than 160 characters, you will be charged per SMS.
  - R50.00 Administration fee per Bulk(File) sent
- Sending a BULK SMS through SMSimpi
  - R0.25c per SMS sent
  - Please note if your SMS message is longer than 160 characters, you will be charged per SMS.

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