

SMS Actionbook Series

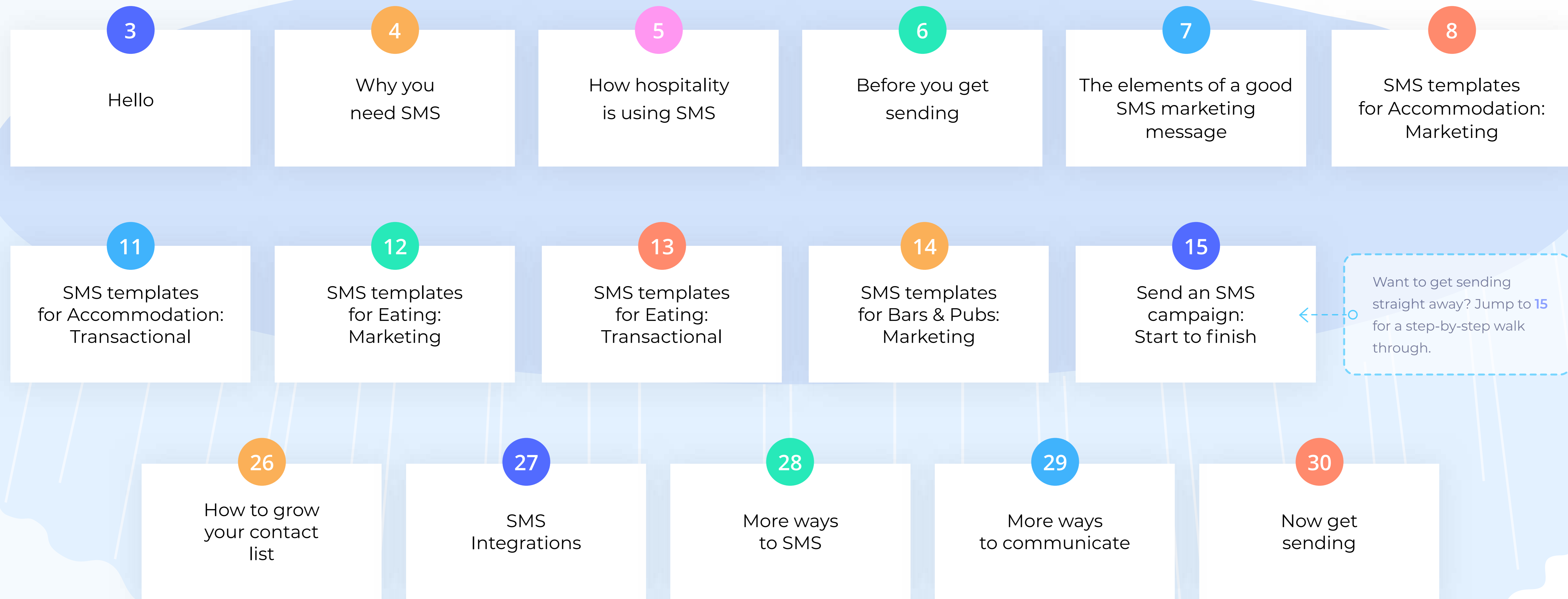
Hospitality Industry

Edition

An actionable step-by-step guide on how to use SMS to increase custom and revenue for hotels, bars, cafes, restaurants.



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03 Hello

An SMS Actionbook for the hospitality industry

In the volatile and sometimes cut-throat hospitality industry, standing out for the right reasons can be difficult. You might know that you have a great menu, location, view or the best customer service in town, but your bottom line does little to reflect your awesome business. Fighting to get a share of customer attention is an ongoing and time consuming process. Get ahead of the competition, add SMS to your marketing or communications mix and watch patronage and loyalty soar. Drive bookings and walk-ins with tailored offers and well timed promotions, or get the most out of your bookings by sending triggered, personal reminder texts.

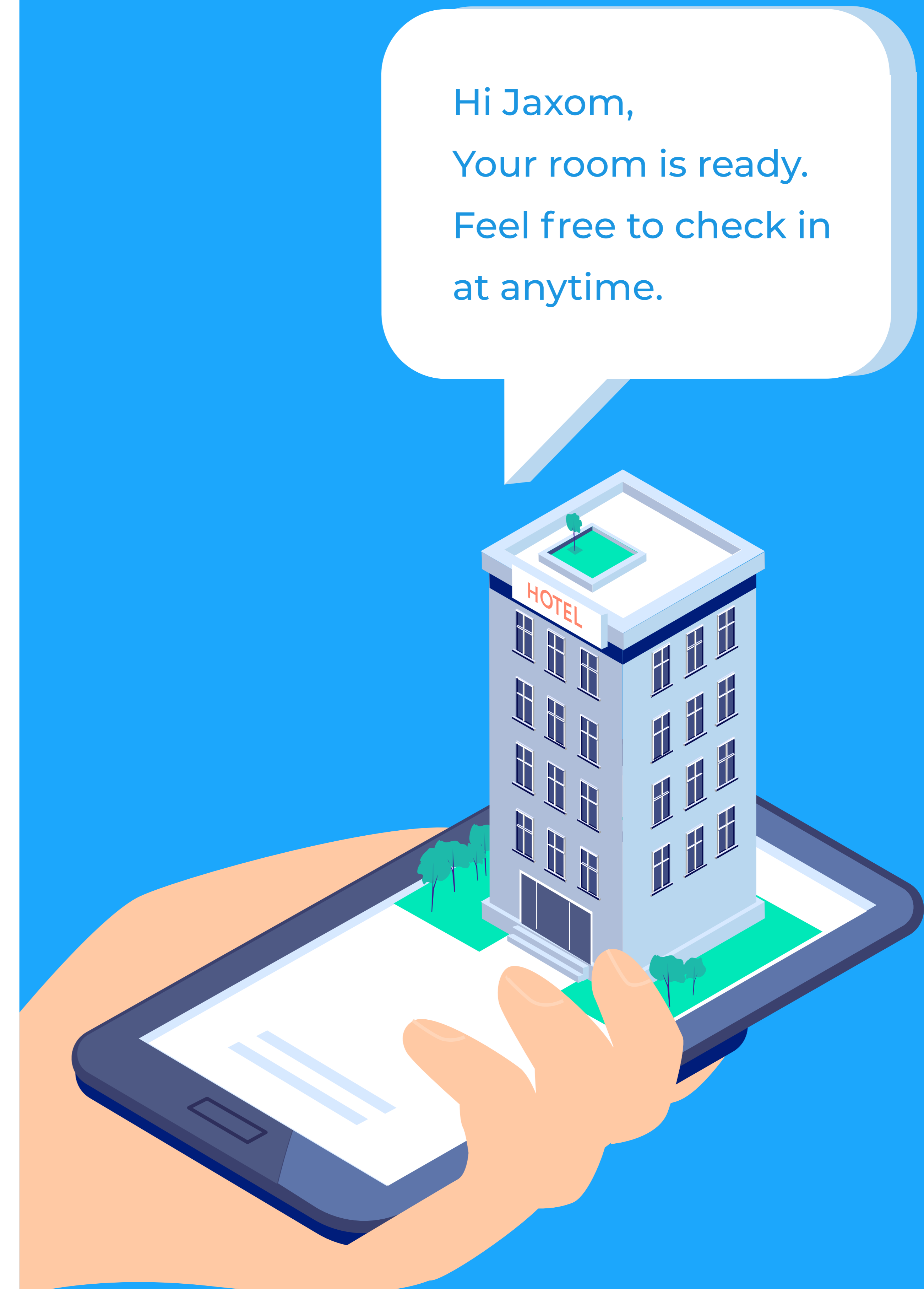
It takes next to no time to get an SMS campaign created and sent. It's instant, affordable and personal.

This Actionbook will not only show you why SMS should be part of your marketing and communications strategy, but will walk you through step-by-step on getting a campaign live.

ClickSend is a market leading business communications platform. We have SMS at our core and power billions of messages world wide, but we have grown alongside the needs of our customers and now offer email, voice, fax, post and a whole lot more.

We have hundreds of customers from within the hospitality industry and have tapped into their knowledge on why and how they use ClickSend.

ClickSend is Business Communications. Solved.



04 Why You Need SMS

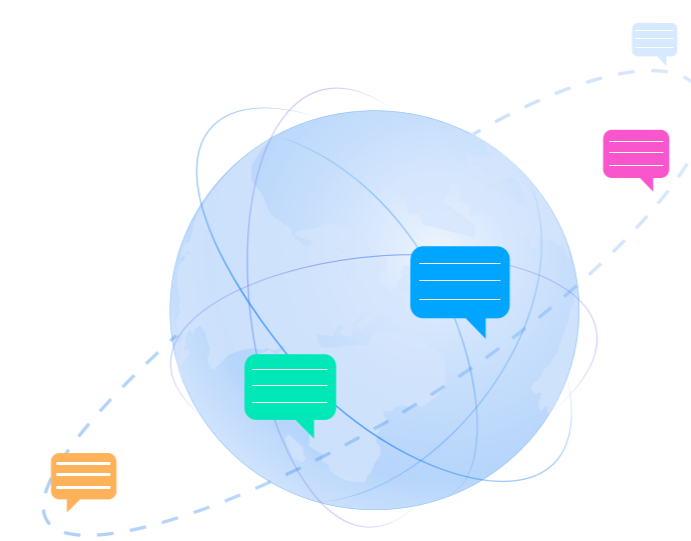
Because it's been proven over time to work. That and.....



Engagement

SMS across all industries has an insane **98% Open Rate**, and **90% of recipients open them within 3 minutes**.

Email for the restaurant industry alone has a **20.26% Open Rate** with a **Reach Time of 47 minutes**.



Reach

Every mobile phone on the planet, and there's billions, can receive SMS as long as it has cellular reception. SMS doesn't require Wi-Fi or a mobile data connection unlike most messaging apps like Facebook and WhatsApp.

Mobile penetration in AU/UK/USA is over 80%.



Affordability

SMS pricing varies between \$0.005 - \$0.15 per message depending on country and volume. Email can be cheaper per sent message, but compared against Open Rate SMS is much better value - and pay as you use.

SMS: 10,000 messages | Cost: \$600 | **Cost Per Open: 0.0612c** Based on 98% Open Rate

Email: 10,000 credits | Cost: \$200 | **Cost Per Open: 0.10c** Based on 20% Open Rate



Ease

You can have an SMS campaign created and sent in under 5 minutes (we'll show you how in this guide). Now think about how long it takes to get an email campaign done, or Google Ads, or Facebook Ads.....

05 How Hospitality is Using SMS

Transactional SMS

Savvy businesses within the hospitality industry will utilise transactional SMS. These messages are generally automated and contain functional or informational content - not promotional like marketing SMS. They're a great retention tool as they feel very personal.

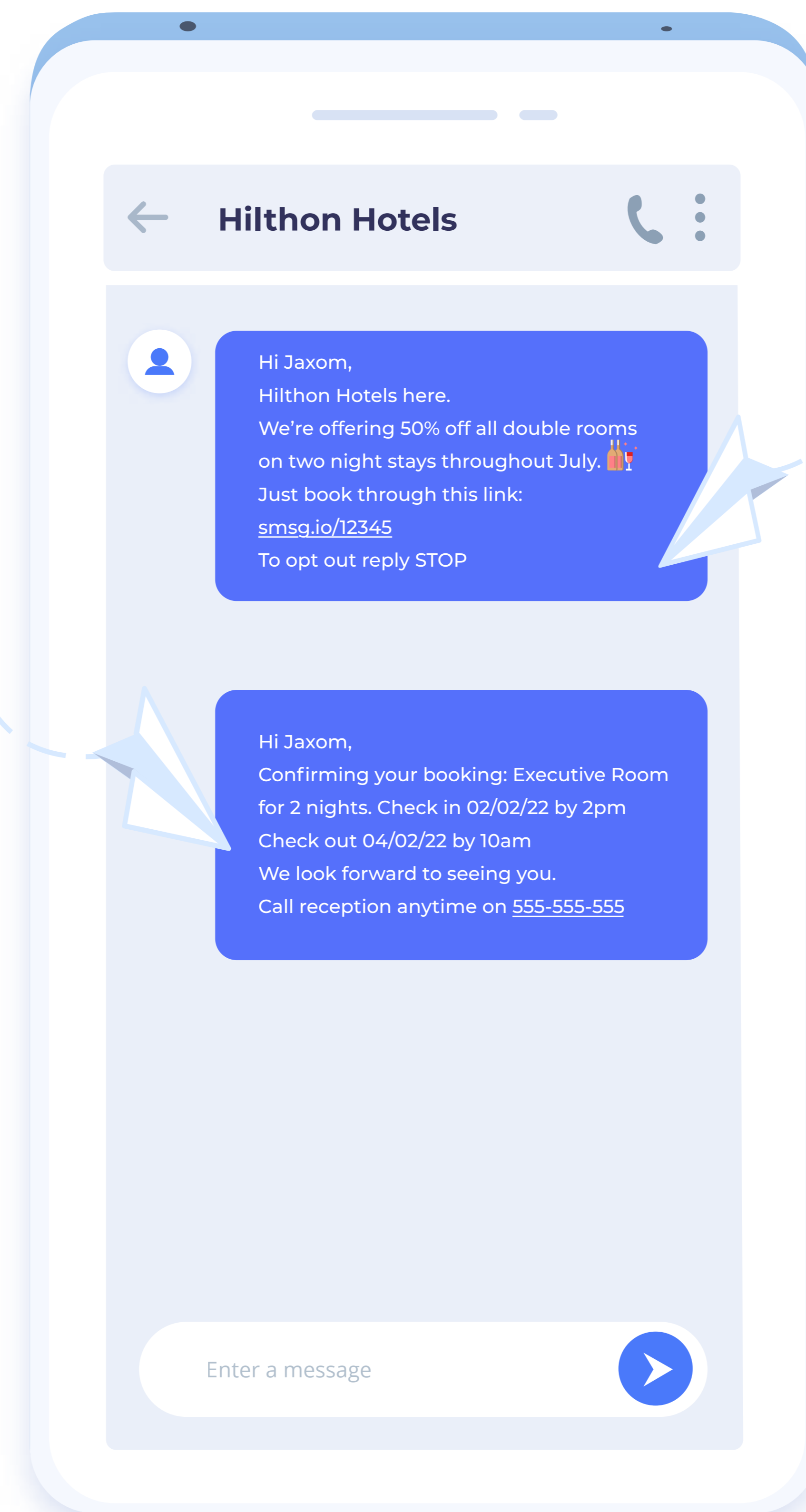
Most transactional SMS are sent automatically via integration with a company's data capture forms, CRM or online booking software.

This is either by API or software like Zapier.

Transactional SMS messages are not required to have an opt-out message.

Our hospitality customers use transactional SMS for:

- ✓ Booking/Reservation confirmations
- ✓ Booking/Reservation reminders
- ✓ Thank You/Rate Us messages after visit



Marketing SMS

Many, many businesses in hospitality use SMS for pure marketing purposes. This is the spreading of permission based (Opt in) promotional messages by text. Most SMS marketing campaigns are done via the ClickSend online dashboard. All Marketing SMS must display an opt out function at the end of the message. Generally in the form of a 'reply STOP' instruction.

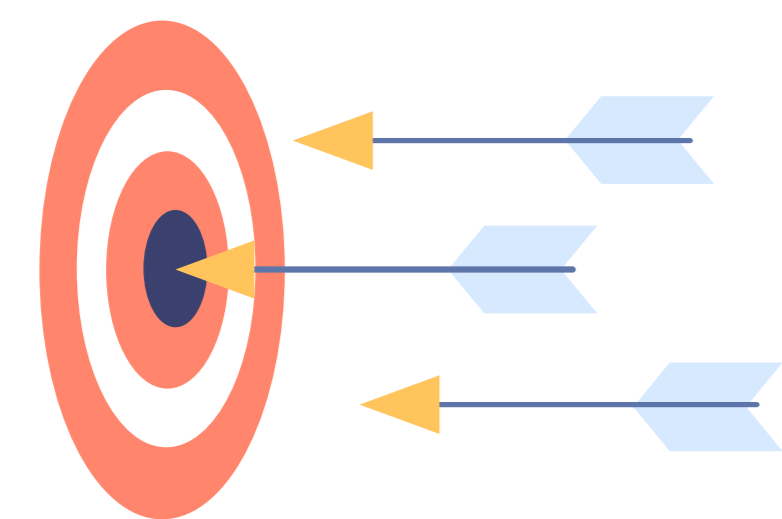
Examples of SMS marketing messages sent via ClickSend by our hospitality customers include:

- ✓ 50% off main courses this Tuesday. Just show this message.
- ✓ New menu launching this weekend - be the first to try.
- ✓ Last minute deals on rooms. Click the link below to check out these super deals.

This Actionbook will take you through step-by-step on how to get an SMS marketing campaign created and sent.

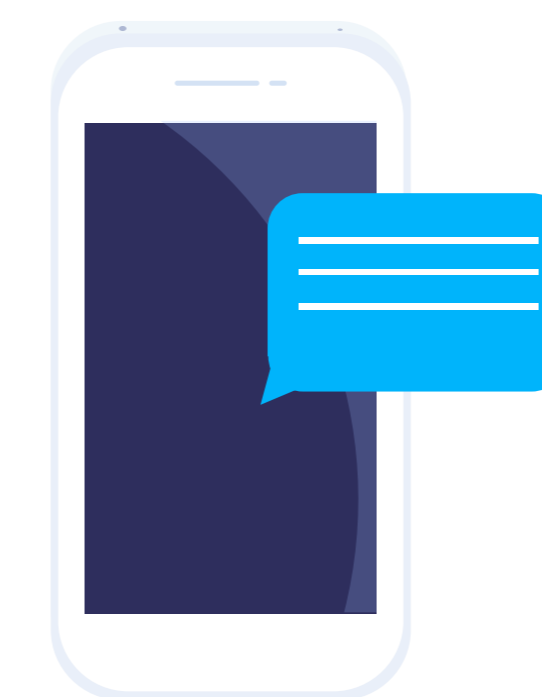
06 Before You Get Sending

SMS can increase revenue if used correctly. There are ground rules and it's important to know them. Otherwise, you can come across as spammy. Increase bookings and delight your customers with these simple tips and templates.



Set an objective

What do you want to achieve from an SMS campaign? It might seem boring, but you need to know if your campaign is working. Your objective might be data capture, or it might be an increase in bookings or reservations. Set it, track it, learn from it.



Keep messages clear and concise

Get to the point. You have 160 characters to promote your offer and drive your desired action and people have very short attention spans in today's media saturated world. We break down what makes a good SMS marketing message on the next page and we have some tried and tested templates you can cut and paste into your campaigns.



Know your database

Everyone on your database has to have opted in to receive your SMS marketing communications. Otherwise your messages, campaign and even account can be cancelled. No one likes SMS spam and it will do more harm than good. We talk about building your opt in list on page 26.



Timing is everything

As they say and it's especially true for SMS. Not only do people not want to get messages in the middle of the night, but they can't take action if they're asleep.

07 The Elements of a Good SMS Marketing Message

1

Give it a personal touch by using the recipient's first name, if you have it. Using (First Name) placeholders will do this automatically.

This also adds credibility to the message.

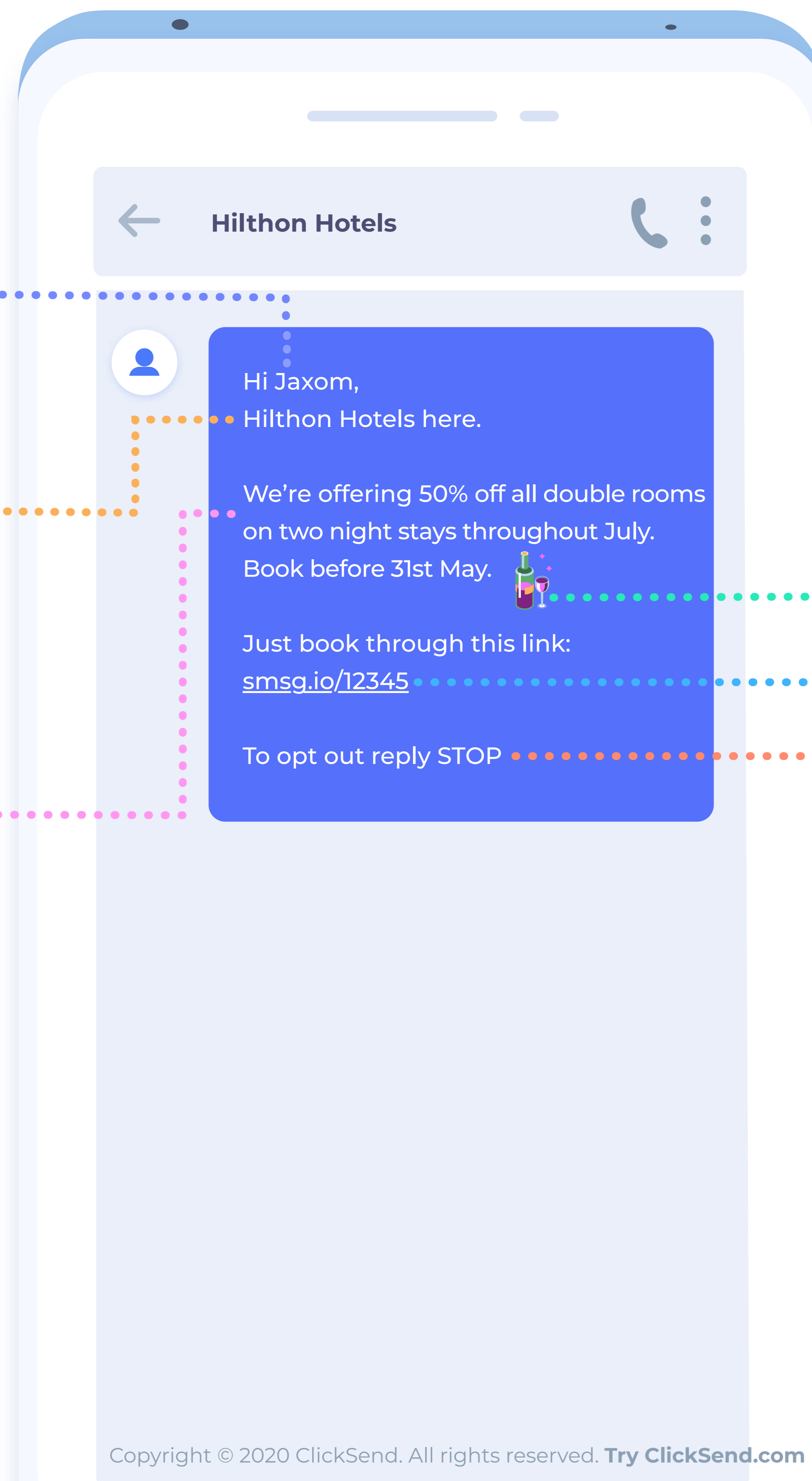
2

Identify yourself. Clearly stating who you are builds trust and recognition.

3

Clearly present the offer and any conditions as succinctly as possible.

Don't use open-ended messages. Be clear on when the offer ends. Create urgency, drive that desired action.



4

Some people say don't use emojis but we say anything that helps draw attention to your message is a good thing.

Although we recommend A/B testing. So do half of your campaign messages with emojis, half without but always use sparingly.

5

Have a clear call to action. Whether it's Show This Text or Click Here. Make it clear. This is the desired action you want.

6

Always provide a way for the recipient to opt out of your marketing SMS messages. It's the law!

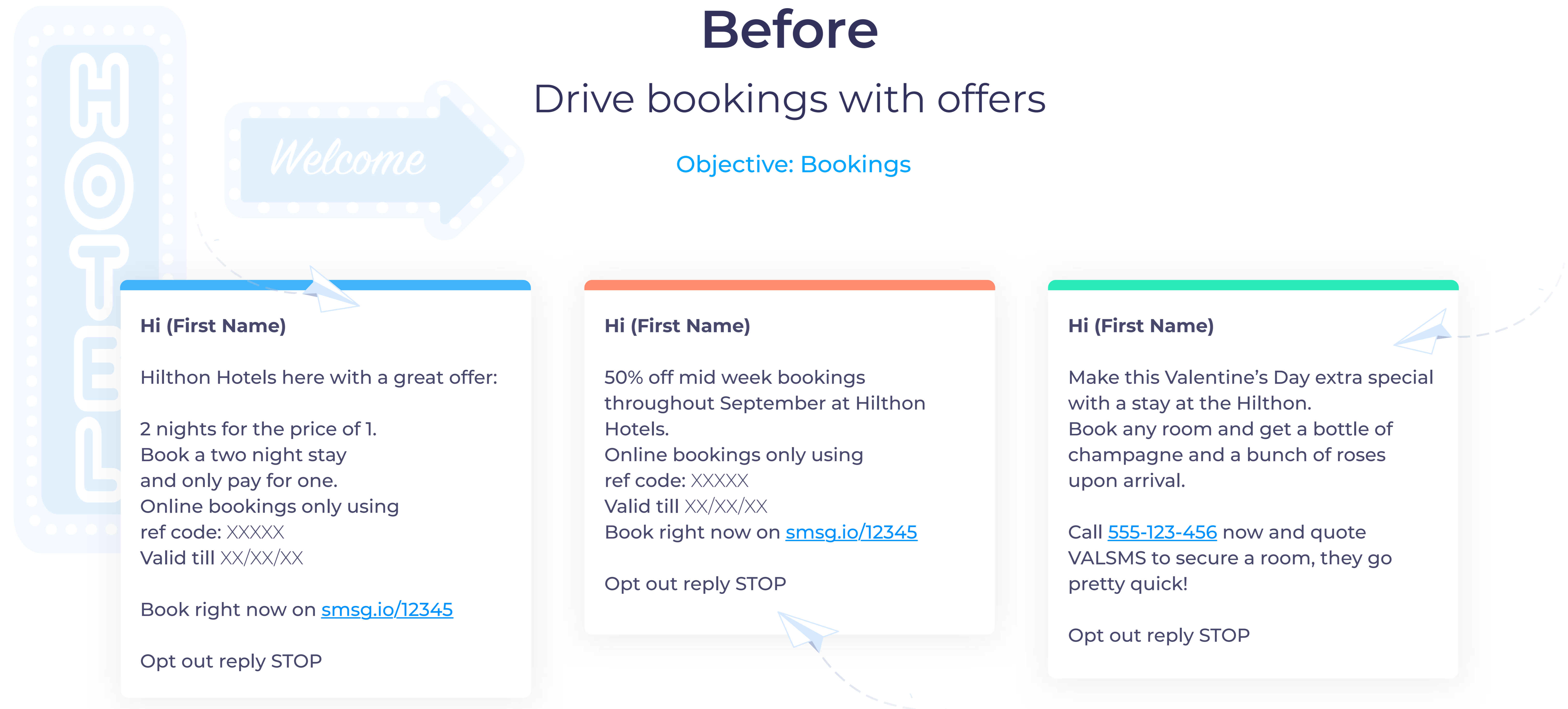
08 SMS Templates for Accommodation - Marketing

These are some of the best performing types of marketing SMS messages that our accommodation hospitality industry customers use. We have broken them down into three sections: Before, During and After. Use them for inspiration or cut-and-paste into your own campaigns.

Before

Drive bookings with offers

Objective: Bookings



Hi (First Name)

Hilthon Hotels here with a great offer:

2 nights for the price of 1.
Book a two night stay
and only pay for one.
Online bookings only using
ref code: XXXXX
Valid till XX/XX/XX

Book right now on smsg.io/12345

Opt out reply STOP

Hi (First Name)

50% off mid week bookings
throughout September at Hilthon
Hotels.
Online bookings only using
ref code: XXXXX
Valid till XX/XX/XX
Book right now on smsg.io/12345

Opt out reply STOP

Hi (First Name)

Make this Valentine's Day extra special
with a stay at the Hilthon.
Book any room and get a bottle of
champagne and a bunch of roses
upon arrival.

Call [555-123-456](tel:555-123-456) now and quote
VALSMS to secure a room, they go
pretty quick!

Opt out reply STOP

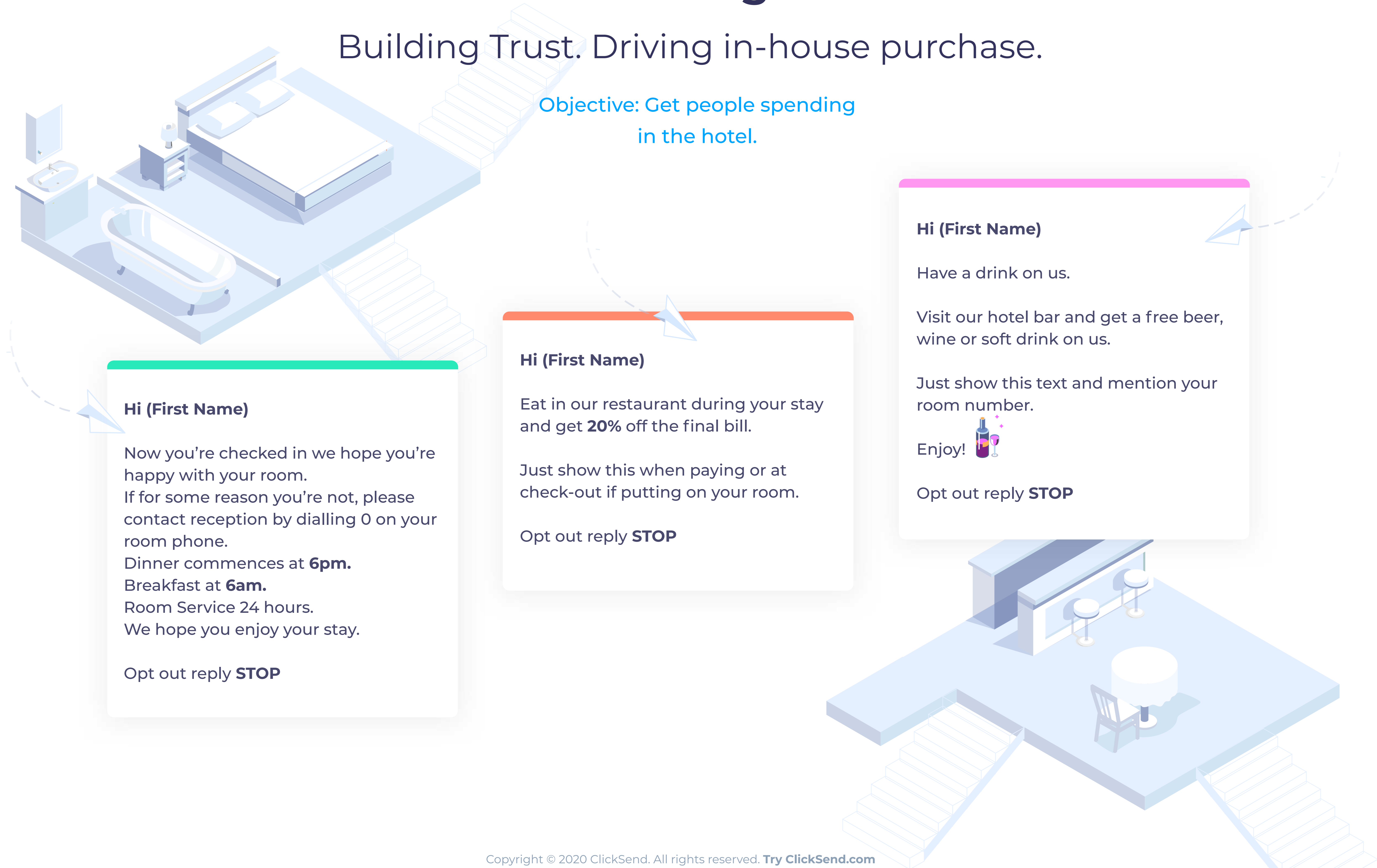
Top Tip: Use ref codes unique to the SMS campaign so you can track how effective it is. And if adding in a web link or call link for bookings you can track engagement via ClickSend analytics. So you could track link clicks against ref code redemption.

09 SMS Templates for Accommodation - Marketing

During

Building Trust. Driving in-house purchase.

Objective: Get people spending in the hotel.



Hi (First Name)

Now you're checked in we hope you're happy with your room. If for some reason you're not, please contact reception by dialling 0 on your room phone.

Dinner commences at **6pm**.
Breakfast at **6am**.
Room Service 24 hours.
We hope you enjoy your stay.

Opt out reply **STOP**

Hi (First Name)

Eat in our restaurant during your stay and get **20%** off the final bill.

Just show this when paying or at check-out if putting on your room.

Opt out reply **STOP**

Hi (First Name)

Have a drink on us.

Visit our hotel bar and get a free beer, wine or soft drink on us.

Just show this text and mention your room number.

Enjoy! 🍷🍹

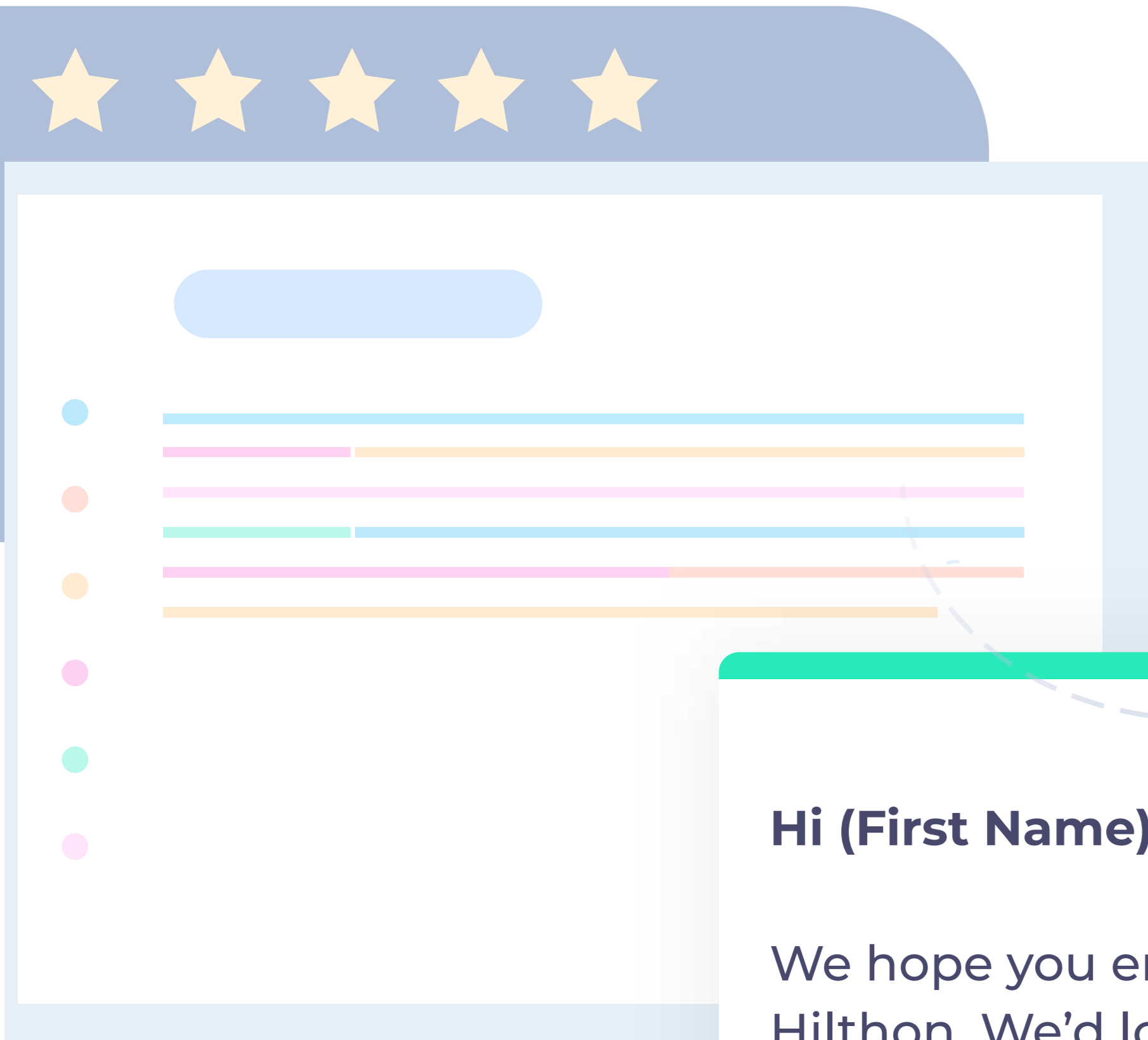
Opt out reply **STOP**

10 SMS Templates for Accommodation - Marketing

After

Building the relationship. Driving repeat bookings.

Objective: Drive repeat bookings.



Hi (First Name)

We hope you enjoyed your stay at Hilthon. We'd love to hear your feedback. Complete our quick survey and you'll receive a voucher for **20%** off your next stay. Start survey by clicking this link smsg.io/12345

We look forward to seeing you again.

Opt out reply **STOP**

Hi (First Name)

We hope you enjoyed your stay at Hilthon. If you haven't joined our loyalty scheme you can follow the link below and you'll instantly get **20%** off your next stay.

Join now by clicking this link smsg.io/12345

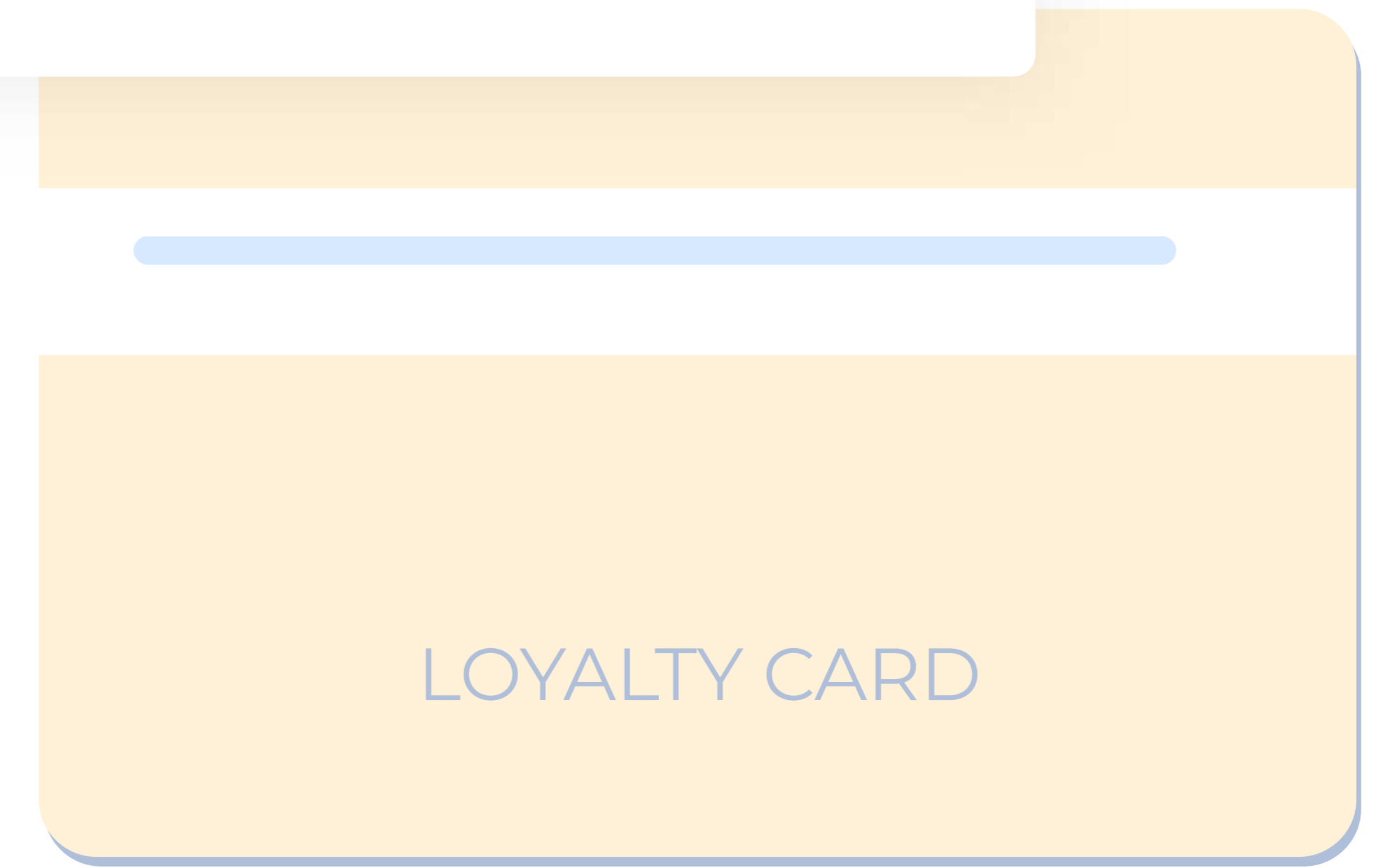
Opt out reply **STOP**

Hi (First Name)

It's nearly Valentine's Day again. Book another double room stay with us and we'll upgrade you to an executive suite.

Call [555-123-456](tel:555-123-456) now and quote VALSMS1 to get your upgrade and spend the night with your favourite person in ultimate luxury.

Opt out reply **STOP**



11 SMS Templates for Accommodation - Transactional

The previous SMS templates, even though some could be automated, were more marketing in their content and objective. These templates are more informational and would always be automated via integration so fall into the transactional category.



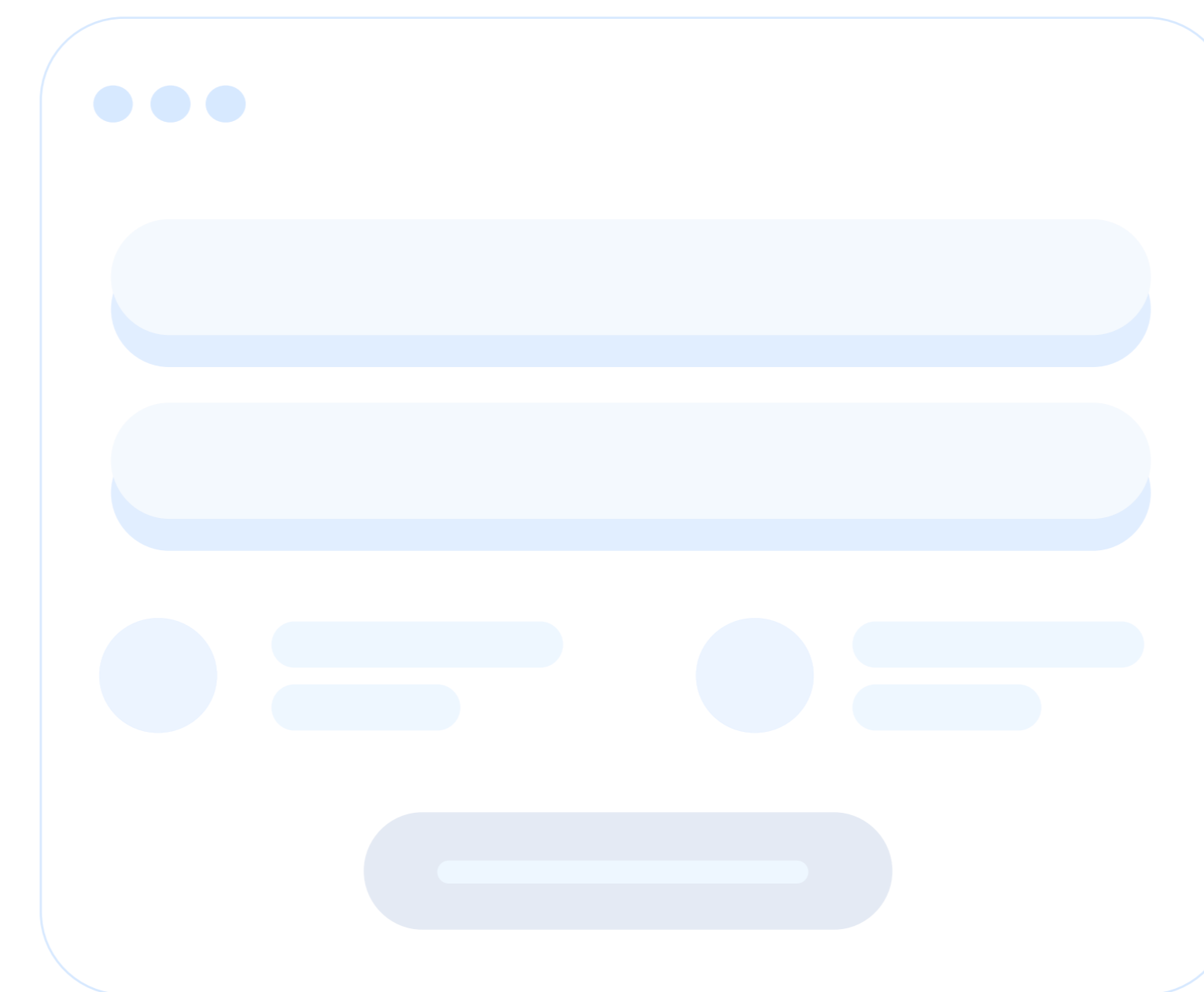
Booking Confirmation

Hi Alicia,

Thanks for booking with the Grand Hotel. We look forward to welcoming you next Friday. Please quote your booking reference **ALAI23456** on arrival.

Kind regards,

Julio.



Check In

Hi Alicia,

Julio from the Grand Hotel here. Just a message to let you know that your room is ready and available for check-in.

See you soon!



Check Out/Follow Up

Hey Alicia,

Thanks for your stay with us. We'd love some quick feedback.

Can you rate your stay between **1** and **5** with **5** being the best. Please reply back with the most appropriate number.

Have a good day.

12 SMS Templates for Eating - Marketing

These are some of the best performing types of marketing SMS messages that our restaurant and cafe hospitality industry customers use. Use them for inspiration or cut-and-paste into your own campaigns.

Drive traffic and take-away orders

Objective: Sales

Hi (First Name)

It's 2 for 1 Tuesday on all main meals at Curry King. Order any main meal and get another free. Have two mains if you're dining alone and super hungry or bring friends, our recommended option. 😊

Book a table now to avoid disappointment smsg.io/12345

Opt out reply **STOP**

Hi (First Name)

Your favourite Mexican eatery here.

Half the week is over so we believe you should only pay for half your meal. Pop in tonight, fill your belly and show this SMS when paying to get **50%** off your food - sorry drinks not included.

Opt out reply **STOP**

Hi (First Name)

You know what's better than 'Oober Eats'? Us!

20% off any large pizza from Pizza Pasta this Friday for home delivery, which of course is free.

Call [555-123-456](tel:555-123-456) to place your order and quote OOBERNOTEATS.

Or do it online at smsg.io/12345

Opt out reply **STOP**

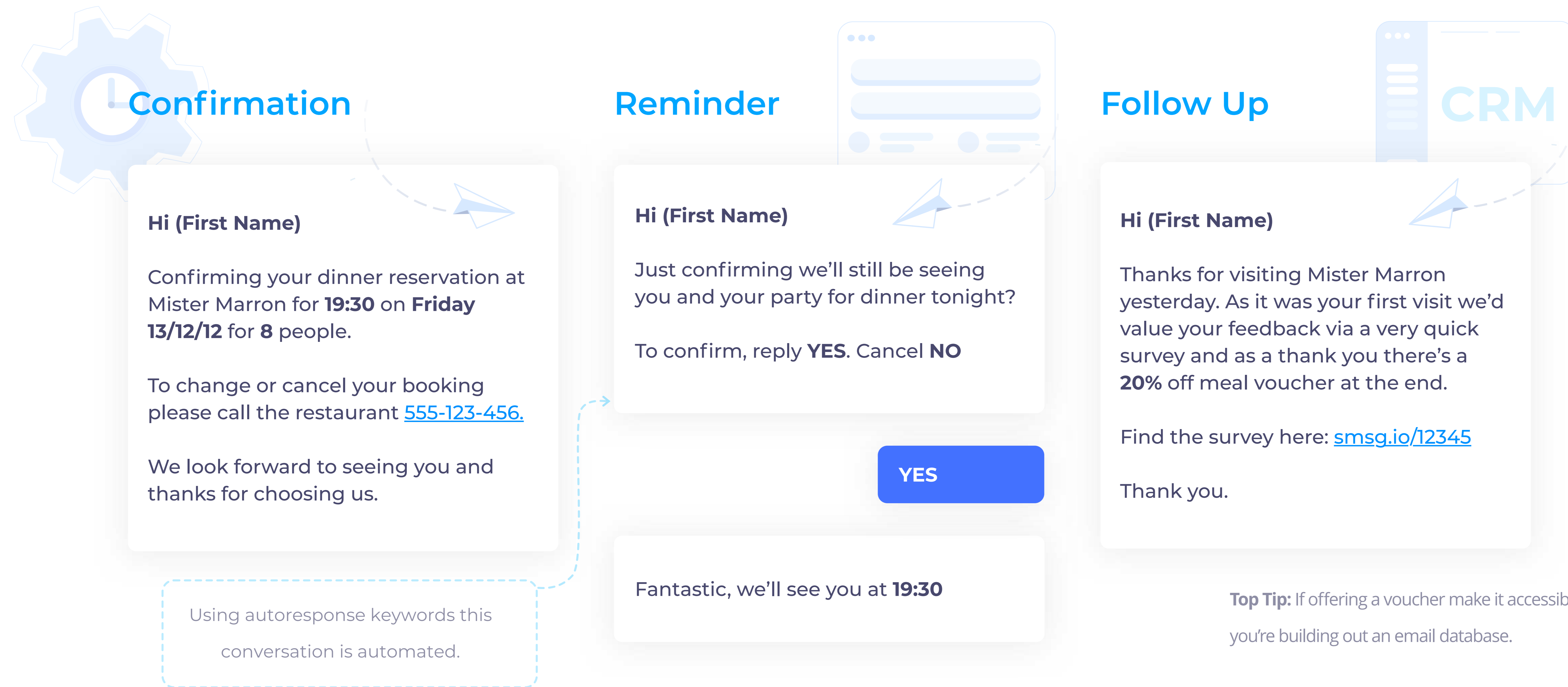


13 SMS Templates for Eating - Transactional

Whether it's via an online booking/reservation system or over the phone. Once you have a name and mobile number it should be straight into a database, preferably a CRM system. Once there you can trigger a run of automated transactional SMS messages that help to reduce no-shows and increase loyalty.

Confirm bookings, reduce no-shows, build out database

Objective: Reduce no-shows



14 SMS Templates for Bars and Pubs - Marketing

These are some of the best performing types of marketing SMS messages that our pubs and bar hospitality industry customers use. Use them for inspiration or cut-and-paste into your own campaigns.

Drive traffic and repeat custom

Objective: Sales

Weekly Promotion

Hi (First Name)

Celebrate hump day at The Walkabout with a \$10 steak cooked to order and we'll even include a free glass of beer or softdrink. We're good like that. 👍

Book a table if eating in the restaurant as it fills fast:
smsg.io/12345

Opt out reply **STOP**



Sporting Event

Hi (First Name)

We've got a huge game on our huge screen this weekend and it's \$5 dollar pints while the game is on. Game starts Saturday at **02:30pm** get in early to get a good seat. See you at the Fox and Crab.

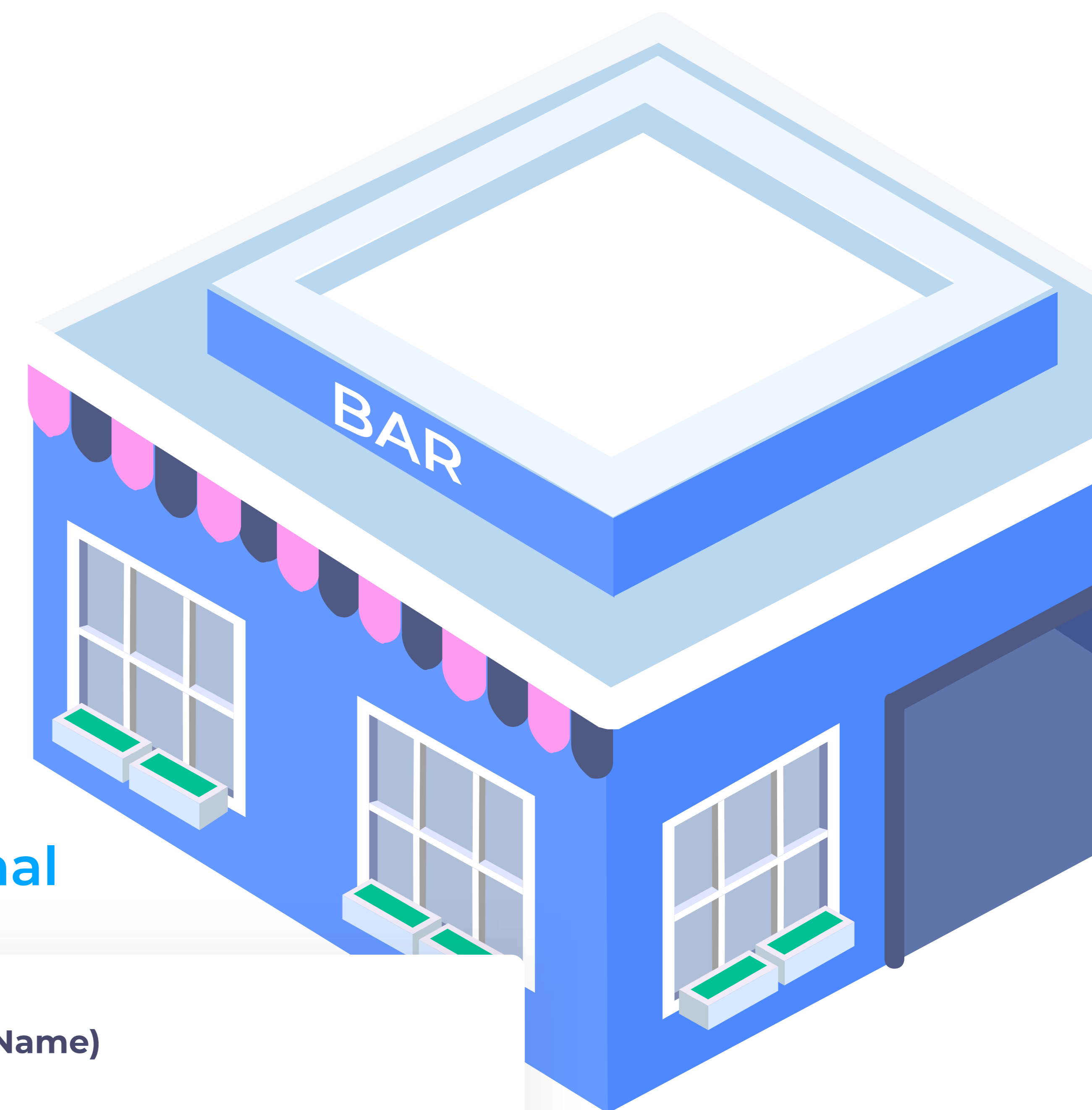
Opt out reply **STOP**

Seasonal

Hi (First Name)

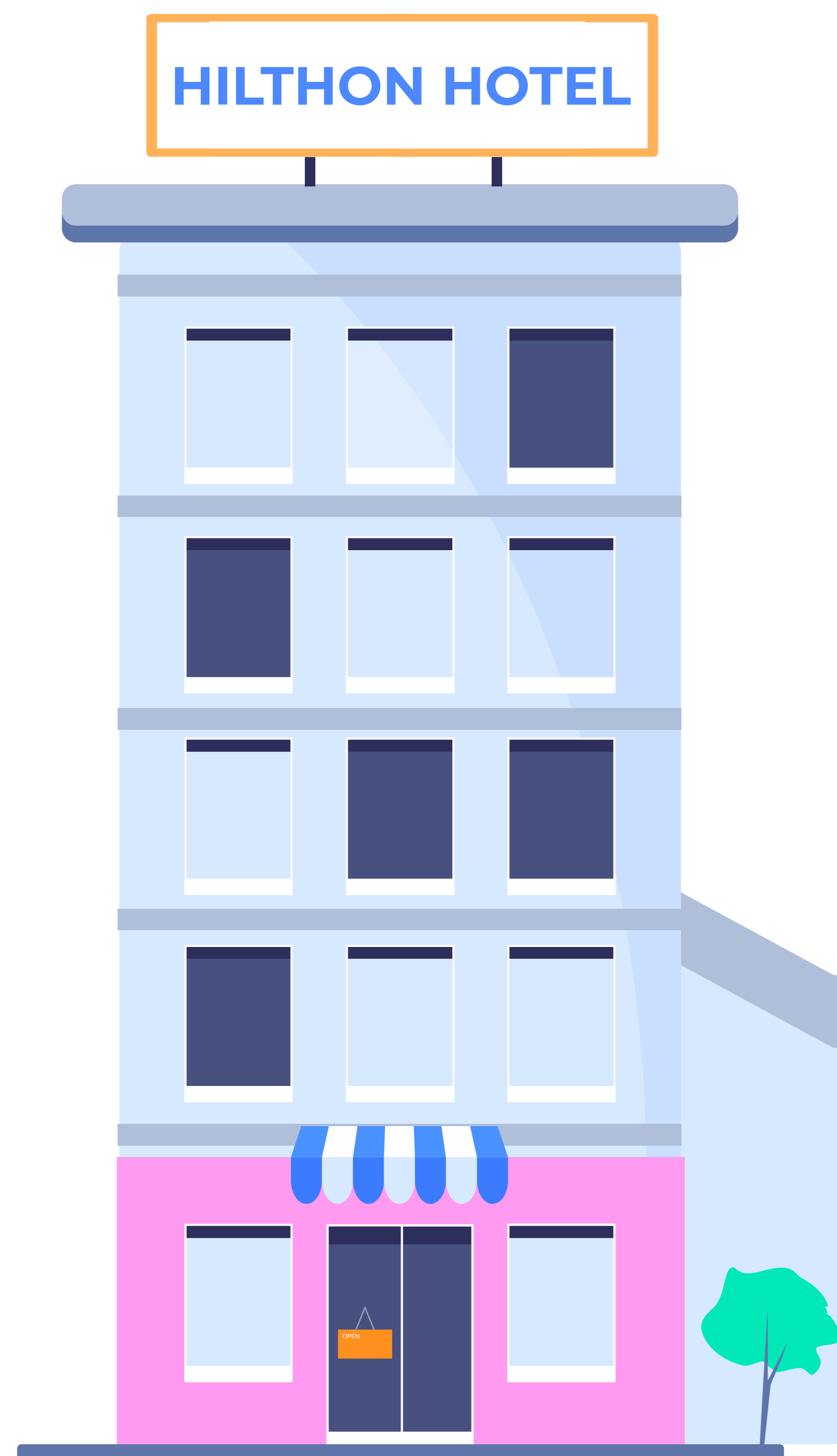
Clear those winter blues with a lovely warm mug of mulled wine on us. Visit Shakespeare's any evening in July and show this SMS to get a free mulled wine. Sip on it in front of our open fire and forget all about the cold.

Opt out reply **STOP**



15 How to Send an SMS Campaign From Start to Finish

Now we'll show you from scratch, step-by-step how to get an SMS marketing campaign created and sent using the ClickSend platform.



Let's set the scene.

The Hilthon Hotel has a database of opt-in customers that they generally send an email newsletter to once a month. For minimal return. They want to trial an SMS marketing campaign to increase mid-week bookings via a 50% discount offer.

Database Size: 7,000 opt-in customers

SMS Type: Marketing offer

Aim: Increase revenue mid-week

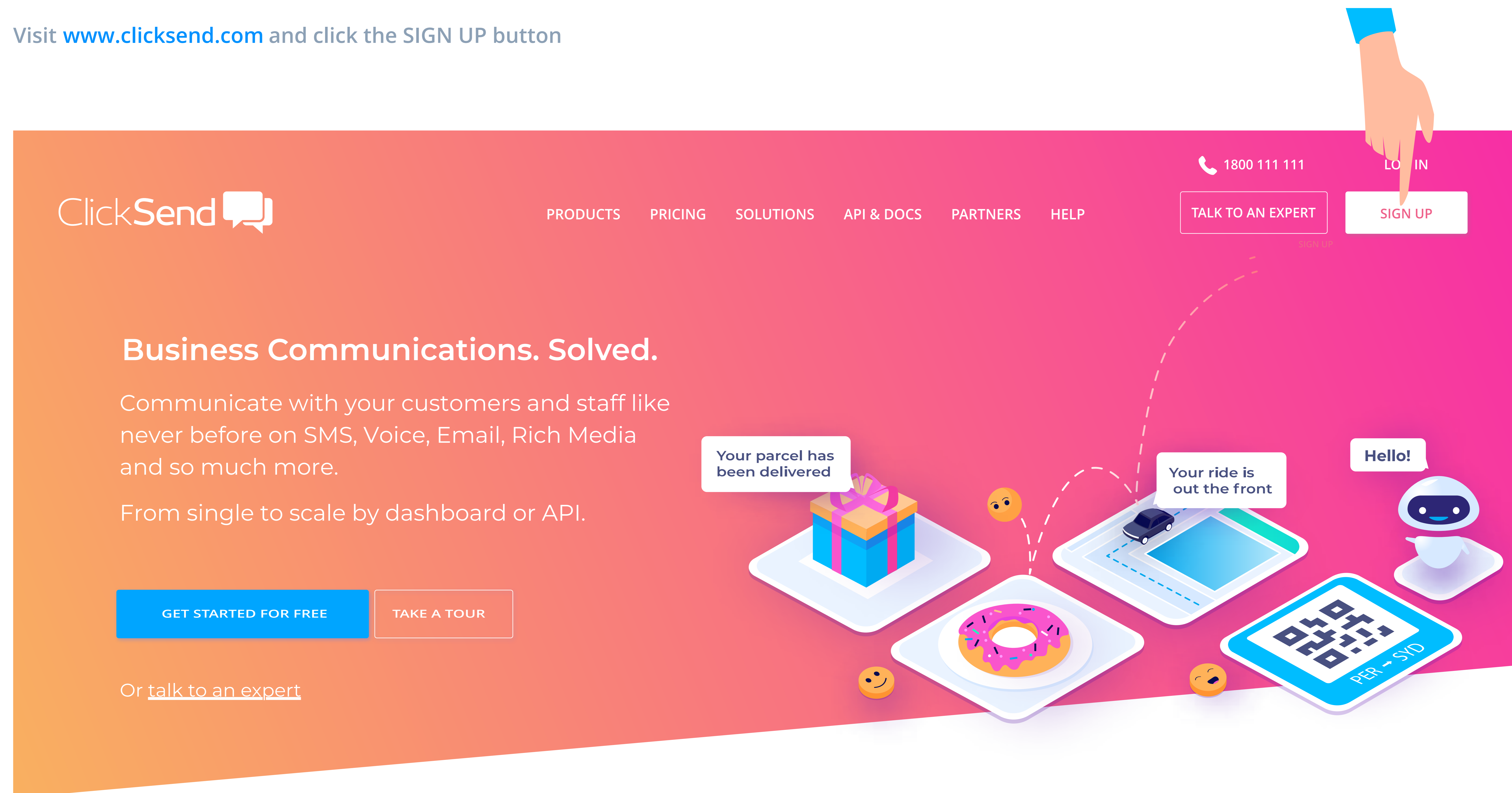
Objective: Create and distribute an SMS promoting a mid-week offer with a campaign specific booking ref and a CTA that links through to the hotel's booking engine. Campaign will run for 2 months with a 20% increase in bookings KPI set.



16 How to Send an SMS Campaign From Start to Finish

1 Opening an account - Sign Up

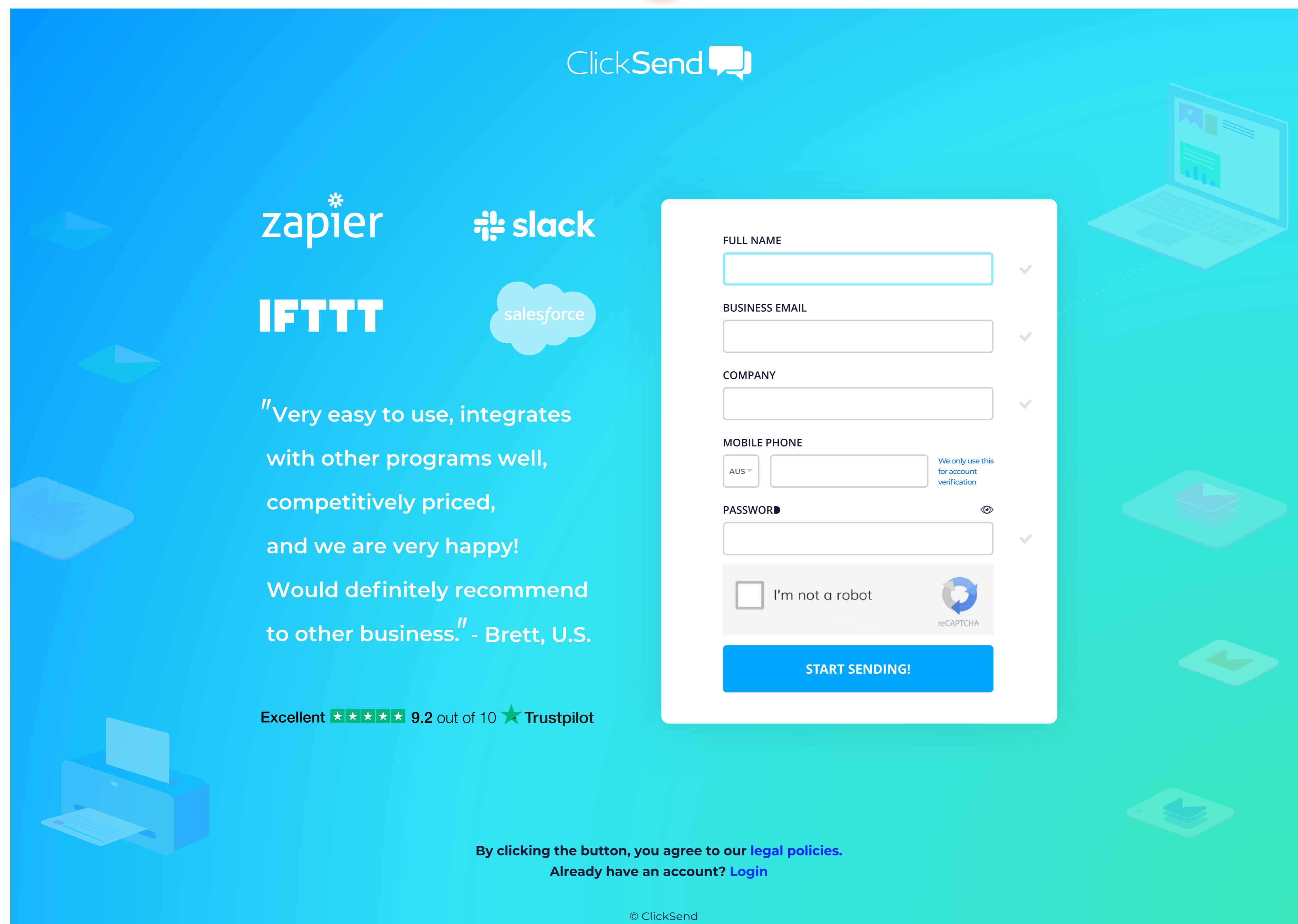
Visit www.clicksend.com and click the SIGN UP button



17 How to Send an SMS Campaign From Start to Finish

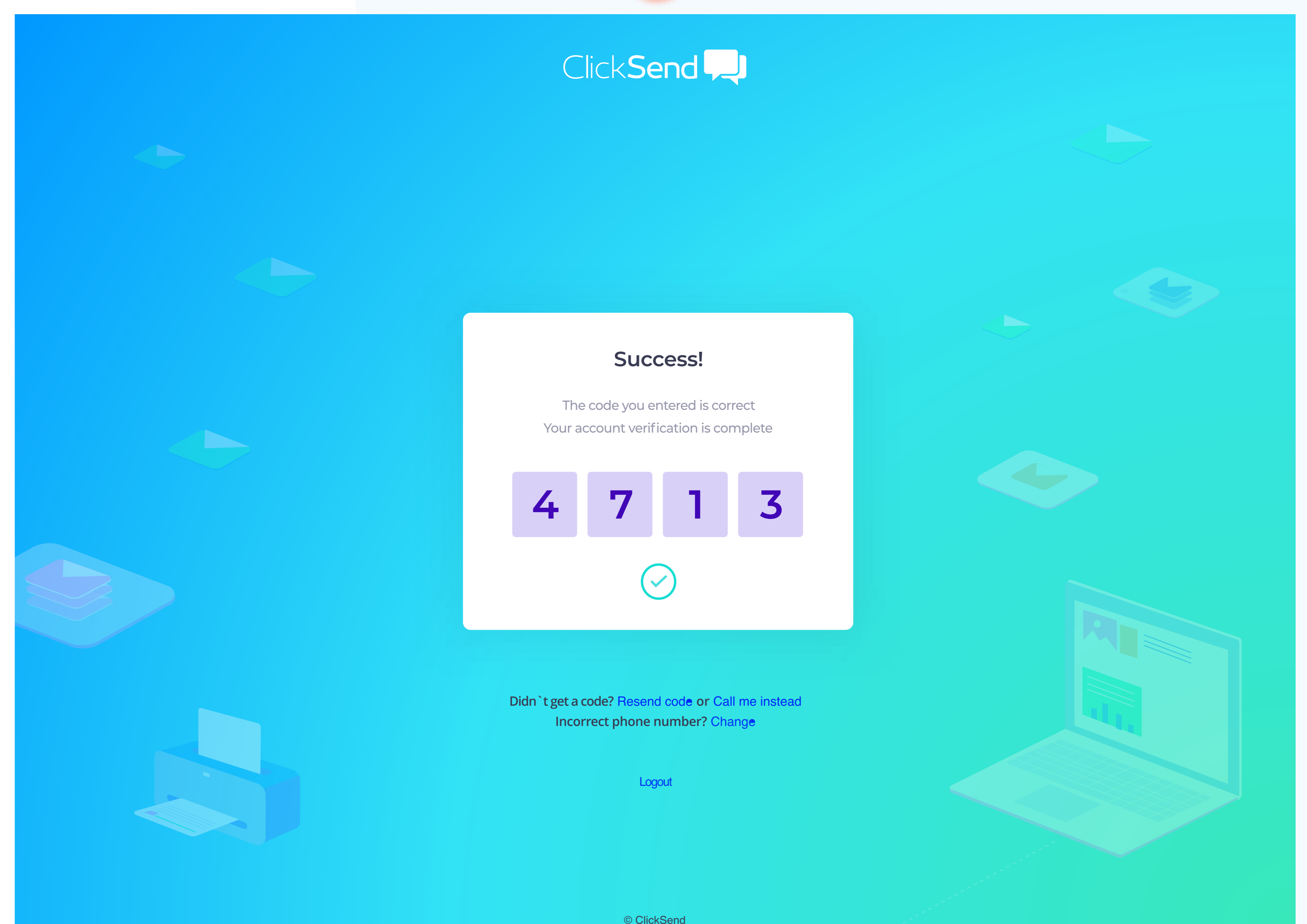
2 Opening an account - Onboarding

1



The screenshot shows the ClickSend registration page. At the top left, there are logos for Zapier, Slack, IFTTT, and Salesforce. A testimonial from Brett, U.S. states: "Very easy to use, integrates with other programs well, competitively priced, and we are very happy! Would definitely recommend to other business." Below this is a Trustpilot rating of 9.2 out of 10. The registration form includes fields for Full Name, Business Email, Company, Mobile Phone (with a country code dropdown), and Password. There is also a reCAPTCHA "I'm not a robot" checkbox and a "START SENDING!" button. At the bottom, there is a link to "Login" for existing users and a copyright notice for ClickSend.

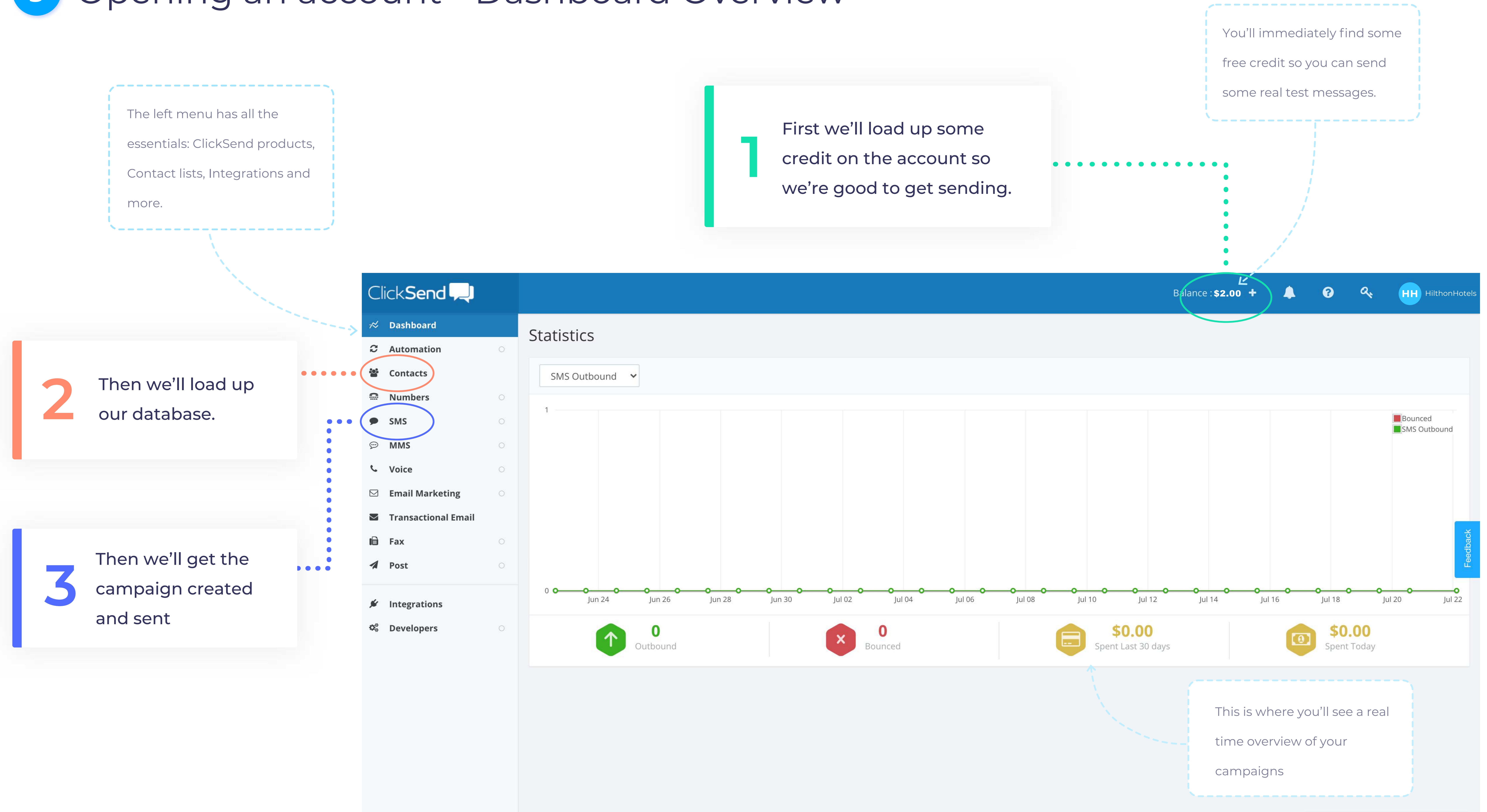
2



The screenshot shows the ClickSend verification success screen. A central white box displays "Success!" and the message "The code you entered is correct. Your account verification is complete." Below this, a verification code "4 7 1 3" is shown in large purple digits. A green checkmark icon is positioned below the code. At the bottom of the white box, there are links for "Didn't get a code? Resend code" and "Incorrect phone number? Change". Below the white box, there is a "Logout" link and a copyright notice for ClickSend.

18 How to Send an SMS Campaign From Start to Finish

3 Opening an account - Dashboard Overview



The left menu has all the essentials: ClickSend products, Contact lists, Integrations and more.

1 First we'll load up some credit on the account so we're good to get sending.

2 Then we'll load up our database.

3 Then we'll get the campaign created and sent

You'll immediately find some free credit so you can send some real test messages.

This is where you'll see a real time overview of your campaigns

Balance: \$2.00 +

Statistics

SMS Outbound

0 1

Jun 24 Jun 26 Jun 28 Jun 30 Jul 02 Jul 04 Jul 06 Jul 08 Jul 10 Jul 12 Jul 14 Jul 16 Jul 18 Jul 20 Jul 22

0 Outbound 0 Bounced \$0.00 Spent Last 30 days \$0.00 Spent Today

Bounced SMS Outbound

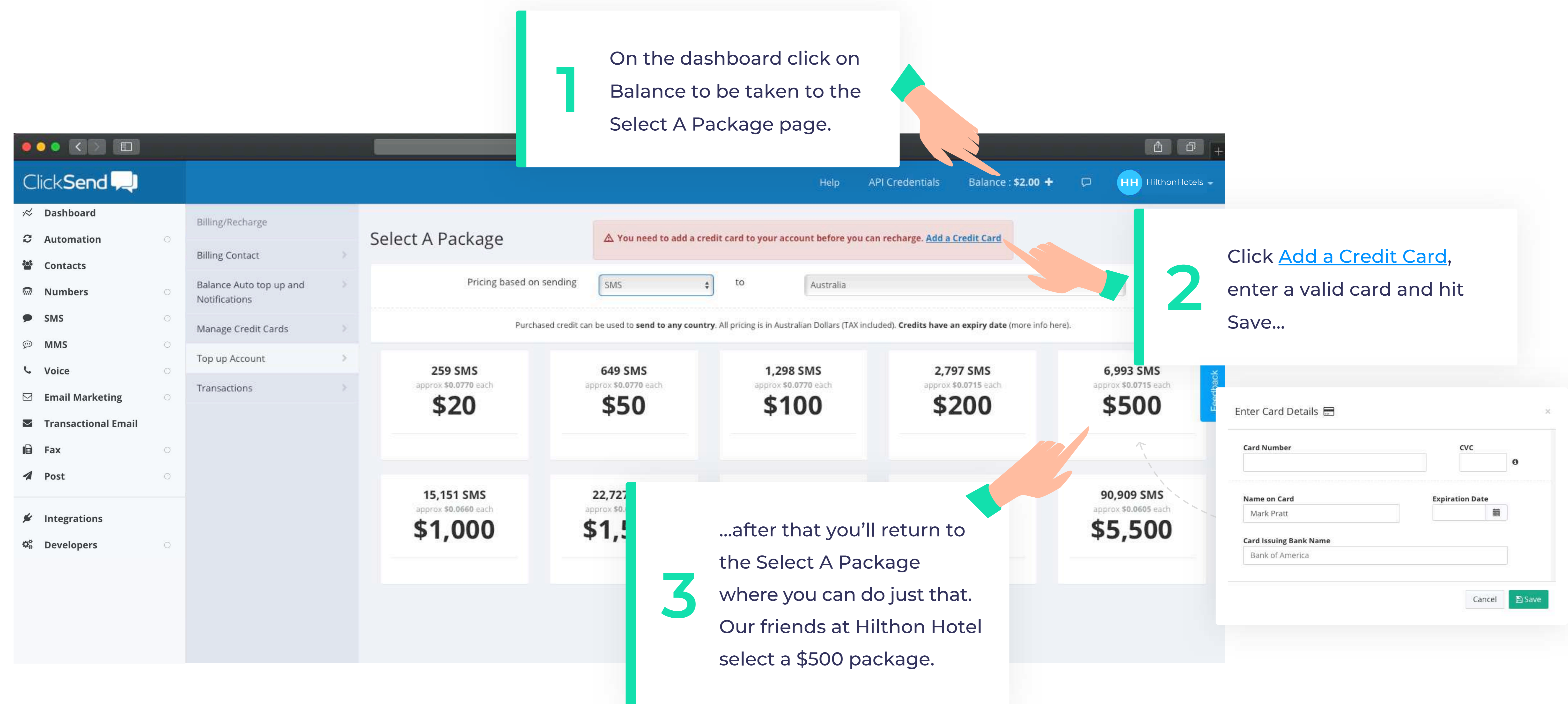
Feedback

HH HilthonHotels

19 How to Send an SMS Campaign From Start to Finish

3.1 Crediting your account

ClickSend is pay-as-you-use software so there's no recurring monthly fees. You just pay for what you use and the more you purchase the cheaper the per message price



1 On the dashboard click on Balance to be taken to the Select A Package page.

2 Click [Add a Credit Card](#), enter a valid card and hit Save...

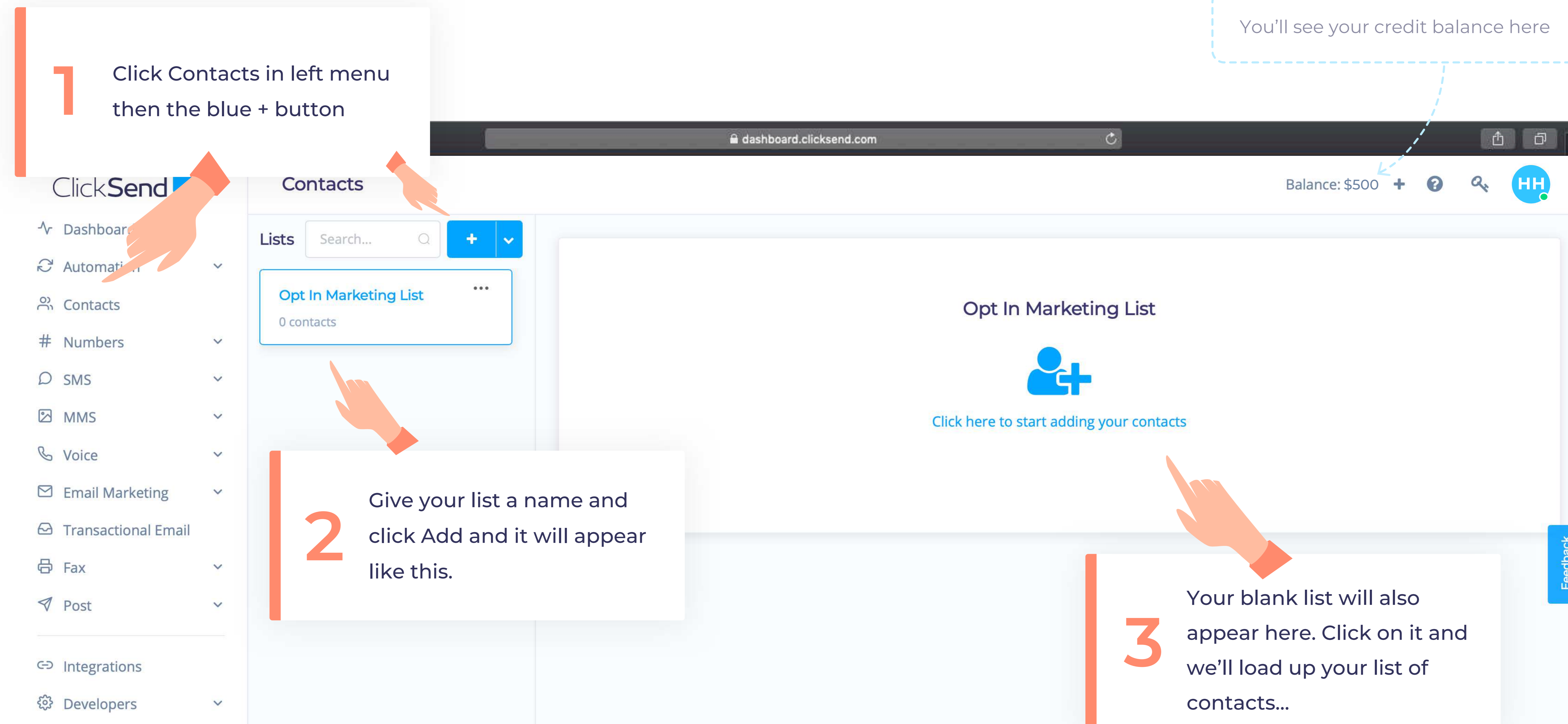
3 ...after that you'll return to the Select A Package where you can do just that. Our friends at Hilthon Hotel select a \$500 package.

Package	Approx. Price	Approx. Price per SMS
259 SMS	\$20	\$0.0770
649 SMS	\$50	\$0.0770
1,298 SMS	\$100	\$0.0770
2,797 SMS	\$200	\$0.0715
6,993 SMS	\$500	\$0.0715
15,151 SMS	\$1,000	\$0.0660
22,727 SMS	\$1,500	\$0.0660
90,909 SMS	\$5,500	\$0.0605

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3.2 Creating your contact list - loading your database

Your account is now credited so it's time to get your database loaded up and campaign ready



The screenshot shows the ClickSend dashboard interface. On the left is a navigation menu with options like Dashboard, Automation, Contacts, Numbers, SMS, MMS, Voice, Email Marketing, Transactional Email, Fax, Post, Integrations, and Developers. The main content area is titled 'Contacts' and shows a 'Lists' section with a search bar, a blue '+' button, and a dropdown menu. A list item 'Opt In Marketing List' with '0 contacts' is visible. The main content area displays 'Opt In Marketing List' with a person icon and a plus sign, and a link 'Click here to start adding your contacts'. The top right corner shows 'Balance: \$500' and a user profile icon. Annotations include: 1. A callout box pointing to the 'Contacts' menu item and the blue '+' button. 2. A callout box pointing to the 'Opt In Marketing List' item in the list. 3. A callout box pointing to the 'Click here to start adding your contacts' link. A dashed callout box points to the 'Balance: \$500' text.

1 Click Contacts in left menu then the blue + button

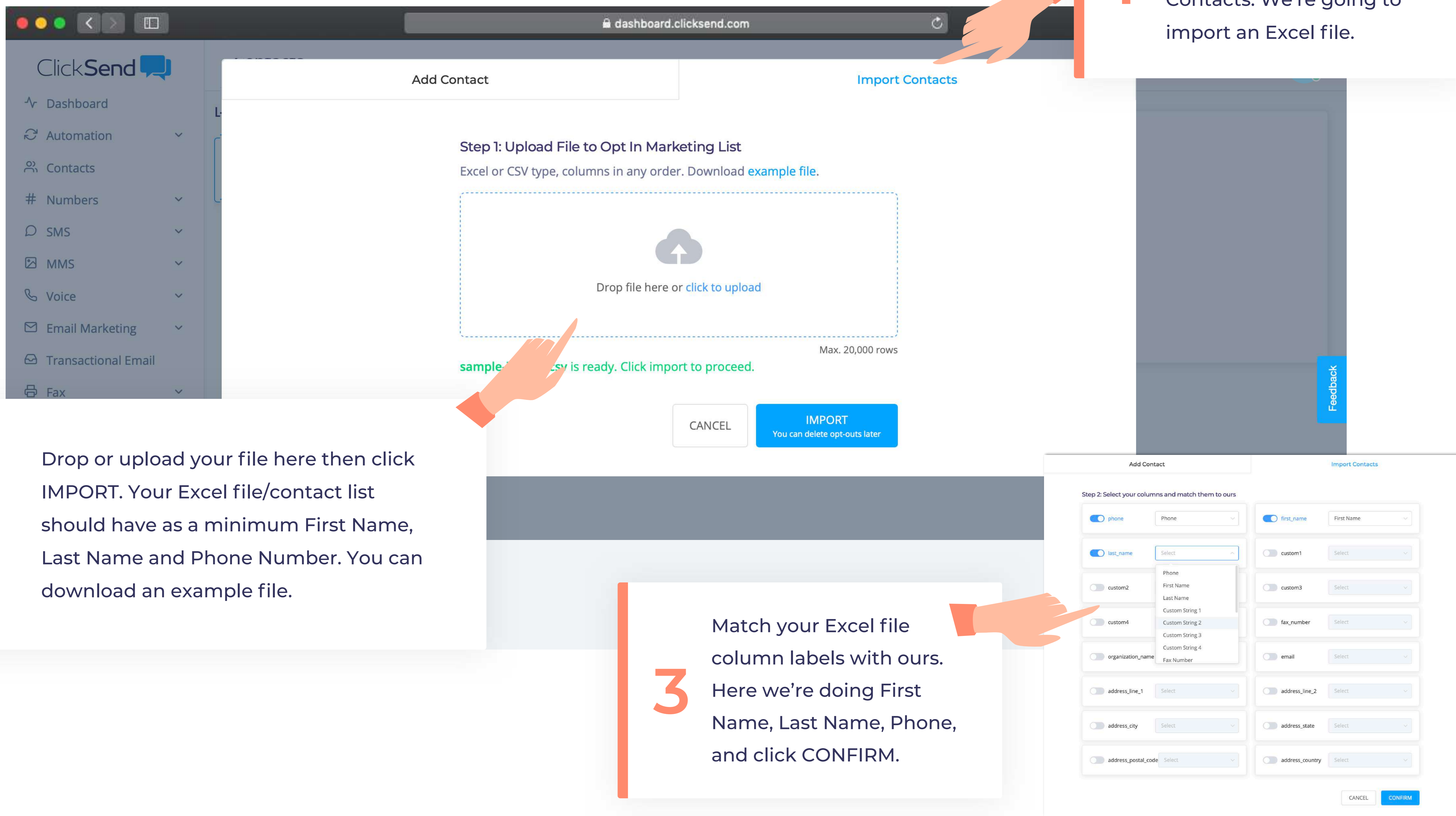
2 Give your list a name and click Add and it will appear like this.

3 Your blank list will also appear here. Click on it and we'll load up your list of contacts...

You'll see your credit balance here

21 How to Send an SMS Campaign From Start to Finish

3.3 Creating your contact list - loading your database



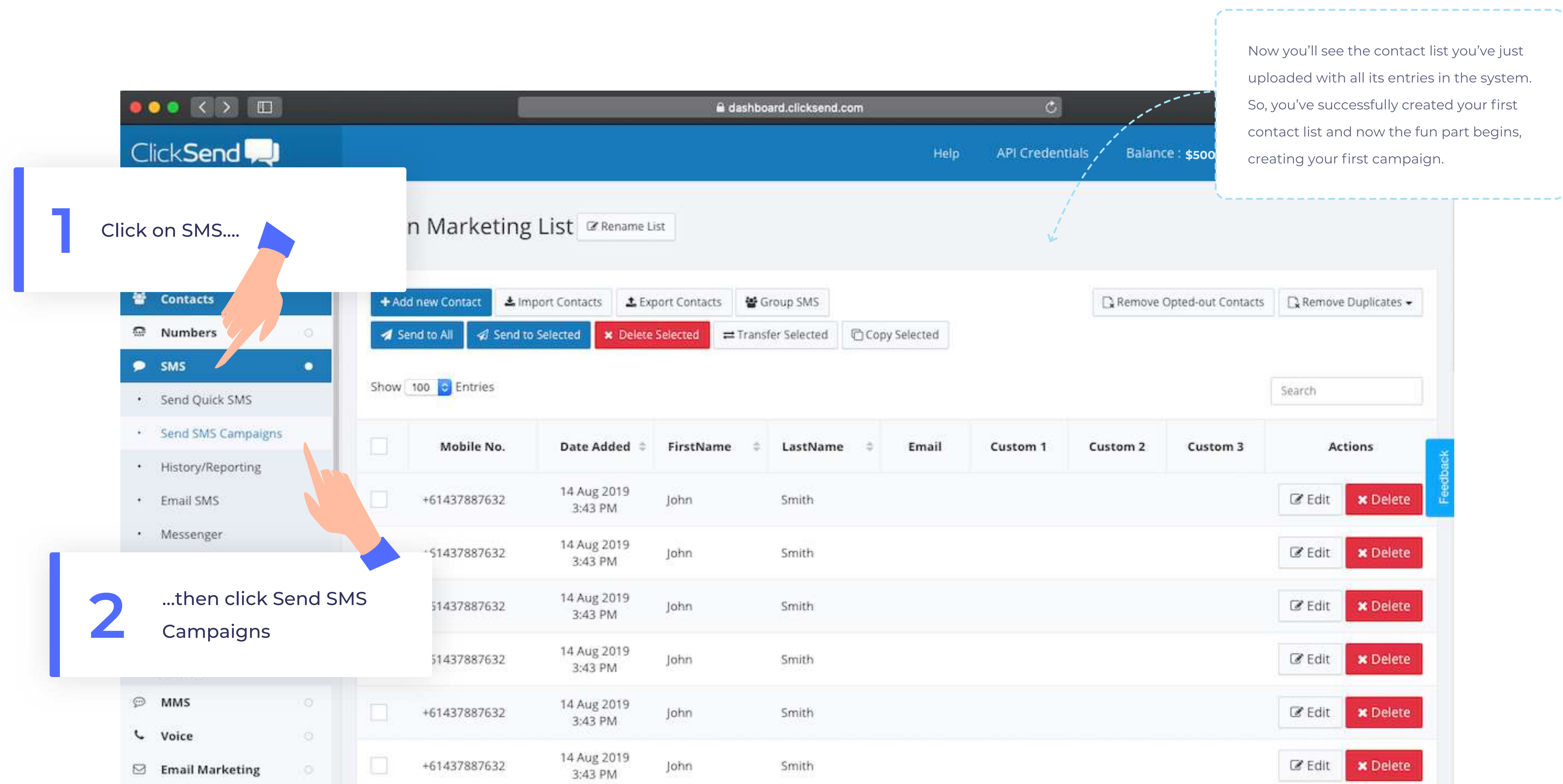
1 You can input manually via Add a Contact or Import Contacts. We're going to import an Excel file.

2 Drop or upload your file here then click IMPORT. Your Excel file/contact list should have as a minimum First Name, Last Name and Phone Number. You can download an example file.

3 Match your Excel file column labels with ours. Here we're doing First Name, Last Name, Phone, and click CONFIRM.

22 How to Send an SMS Campaign From Start to Finish

3.4 Creating your campaign



Now you'll see the contact list you've just uploaded with all its entries in the system. So, you've successfully created your first contact list and now the fun part begins, creating your first campaign.

1 Click on SMS...

2 ...then click Send SMS Campaigns

	Mobile No.	Date Added	FirstName	LastName	Email	Custom 1	Custom 2	Custom 3	Actions
<input type="checkbox"/>	+61437887632	14 Aug 2019 3:43 PM	John	Smith					Edit Delete
<input type="checkbox"/>	+61437887632	14 Aug 2019 3:43 PM	John	Smith					Edit Delete
<input type="checkbox"/>	+61437887632	14 Aug 2019 3:43 PM	John	Smith					Edit Delete
<input type="checkbox"/>	+61437887632	14 Aug 2019 3:43 PM	John	Smith					Edit Delete
<input type="checkbox"/>	+61437887632	14 Aug 2019 3:43 PM	John	Smith					Edit Delete
<input type="checkbox"/>	+61437887632	14 Aug 2019 3:43 PM	John	Smith					Edit Delete

23 How to Send an SMS Campaign From Start to Finish

3.5 Creating your campaign

Now you're in the main campaign creation screen and it's super simple to get one created and sent immediately or scheduled for a date and time of your choice.

- 1 Give your campaign a name that relates to what you're doing. '50% Off Mid Week July 2020'
- 2 Choose the appropriate Contact List 'Opt In Marketing List'
- 3 Choose who you want the message to come from. If you want people to be able to reply use Your Mobile Number or purchase a Dedicated Number. We're going with Business Name where we'll type in 'Hilthon Hotel' in the Name field that appears.
- 4 Type 'Hello' or 'Hi' and click on (First Name) and this placeholder will personalise each SMS.
- 5 Type in your message here, after (First Name). Click the emoji symbol to add one and brighten things up.
- 6 Click on Add Short URL to add a web address you want recipients to click on. We want people to book a stay so we're putting in the hotel's booking engine in the pop up. This will then add a short URL to your SMS.
- 7 Click on Add Opt Out and click on Unsubscribe Link to add this to the end of your message as it's marketing. Now let's see what this all looks like.

1 Click on Add Campaign

1 Name: Campaign Name

2 To: Select Contact List

3 From: Your Business Name

4 Message: Placeholders: (First Name) (Last Name)

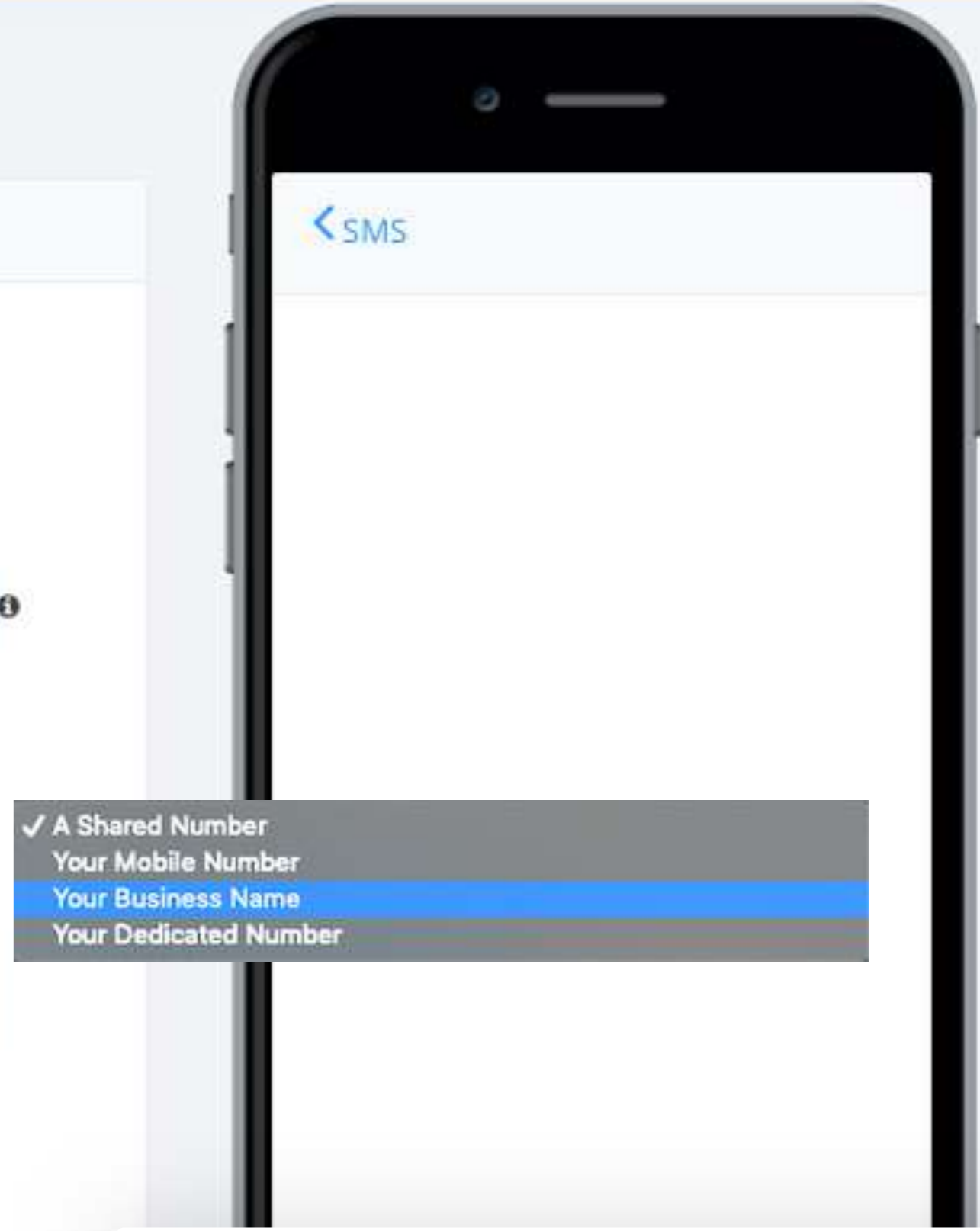
5 Message text area with emoji icon

6 Add Short URL button

7 Add Opt Out button

Send Now

© 2019 ClickSend



A Shared Number
 Your Mobile Number
 Your Business Name
 Your Dedicated Number

Add Short URL

Enter the URL you'd like the recipient to be redirected to and we'll generate a random short URL for each recipient when sending the message.

We track which recipients clicked on the link and show other useful information on the reports.

The short URL will show as smsg.io/xxxx which will be replaced with a random URL when we send the SMS.

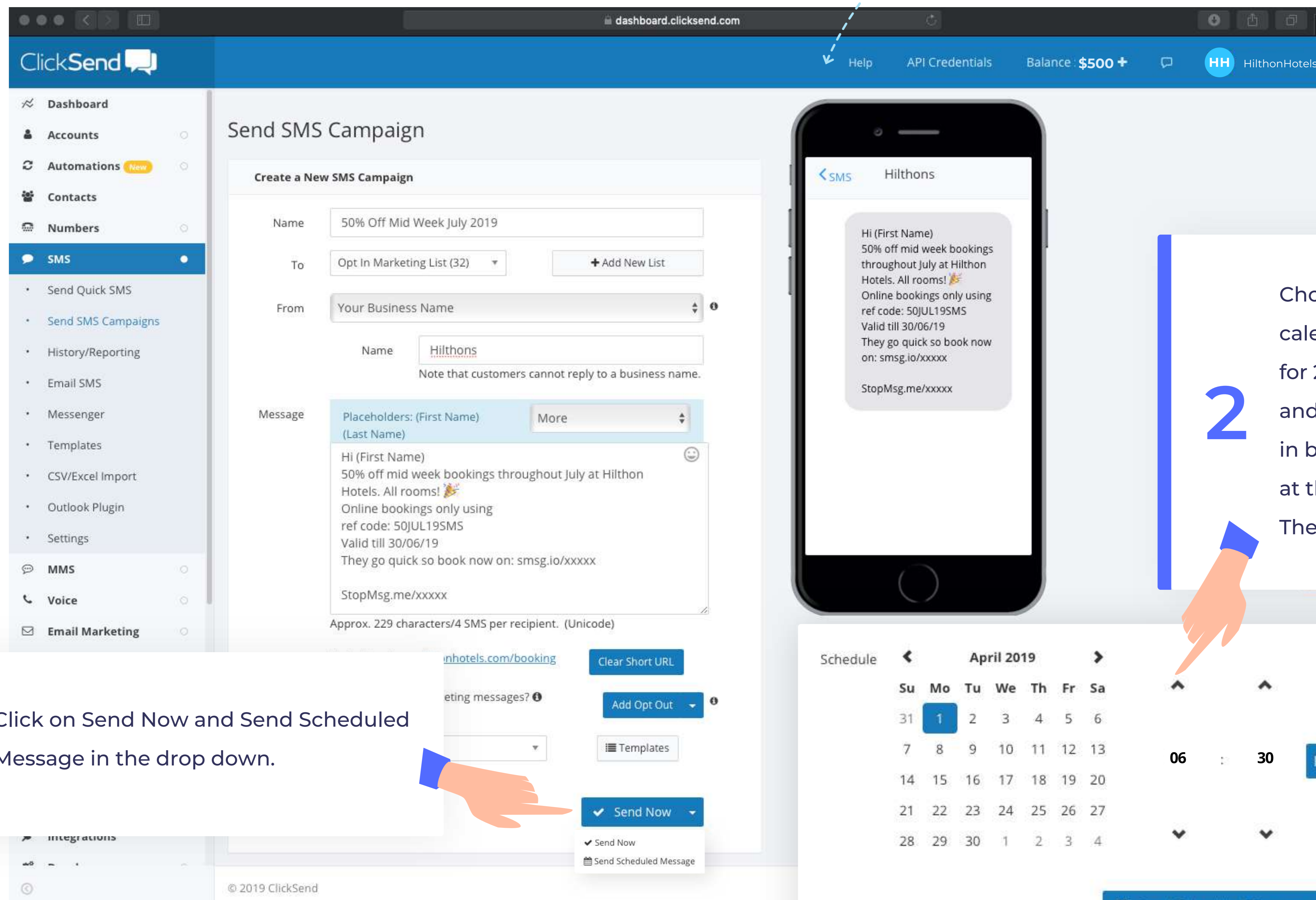
URL:

Close + Add Short URL

24 How to Send an SMS Campaign From Start to Finish

3.6 Creating your campaign

So once you've gone through the steps on the previous page your Send SMS Campaign screen should look something like this. And you get a 'live' view so you can see what your recipients will see.



1 Click on Send Now and Send Scheduled Message in the drop down.

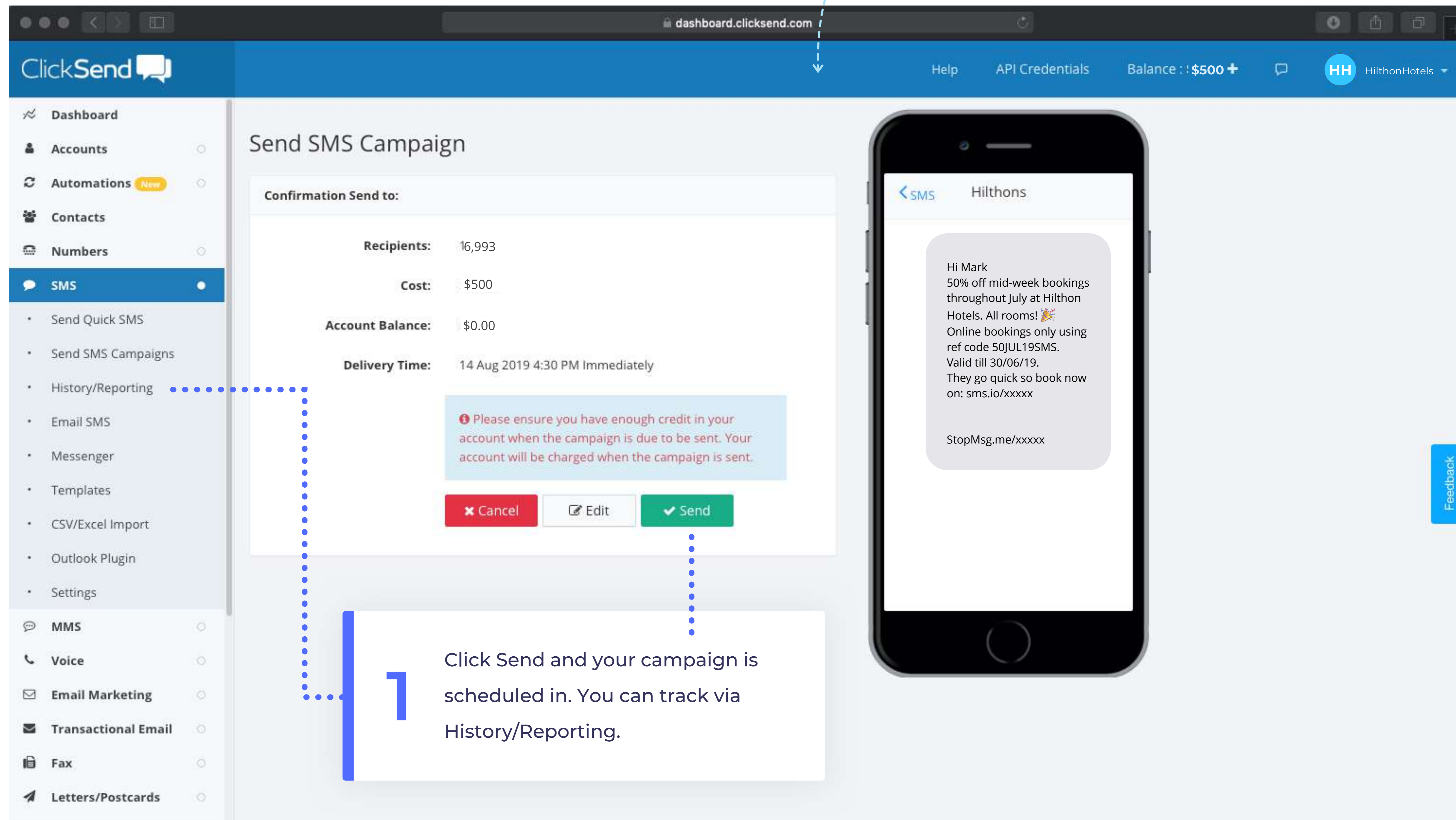
2 Choose a date and time in the calendar that appears. We're going for 2 months prior to campaign end and 06:30pm. Most people won't be in bed but in front of TV with phone at the ready. Then click Send Scheduled Message.

Top Tip: A/B test time of day. Send to a quarter of your list at one time, say 06:30pm, another quarter at say midday. Then send to the remaining half of your list at the better performing time.

25 How to Send an SMS Campaign From Start to Finish

3.7 Creating your campaign

You're almost there! You get one final look at the campaign, its cost and delivery time. If you're happy click Send and your campaign is locked in. You can sit back and track your campaign via History/Reporting and Dashboard.



Send SMS Campaign

Confirmation Send to:

- Recipients: 16,993
- Cost: \$500
- Account Balance: \$0.00
- Delivery Time: 14 Aug 2019 4:30 PM Immediately

Please ensure you have enough credit in your account when the campaign is due to be sent. Your account will be charged when the campaign is sent.

Hi Mark
50% off mid-week bookings throughout July at Hilthon Hotels. All rooms! 🎉
Online bookings only using ref code 50JUL19SMS. Valid till 30/06/19. They go quick so book now on: sms.io/xxxxx
StopMsg.me/xxxxx

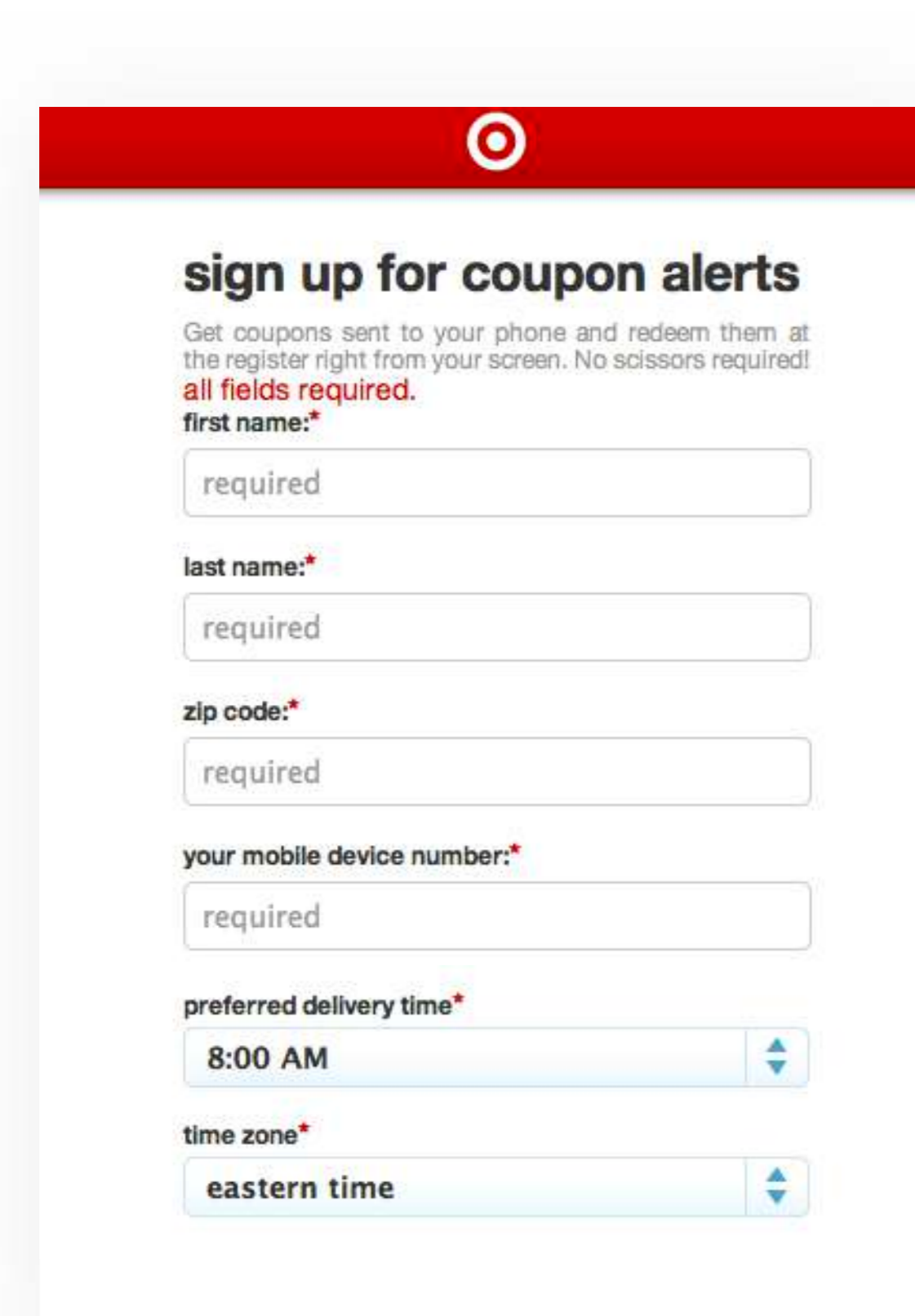
Feedback

Click Send and your campaign is scheduled in. You can track via History/Reporting.

26 How to Grow Your Contact List

Building your Opt-In SMS Marketing List

Firstly, never buy a contact list! Secondly, have a call to action. Why would someone want to sign up to receive SMS messages from you? Is there an offer behind it, is it for more information of something desirable, is it because they'll get exclusive deals, is it because they'll get told when their room or table is ready? Make it something and make that something desirable.



sign up for coupon alerts
 Get coupons sent to your phone and redeem them at the register right from your screen. No scissors required!
 all fields required.

first name*

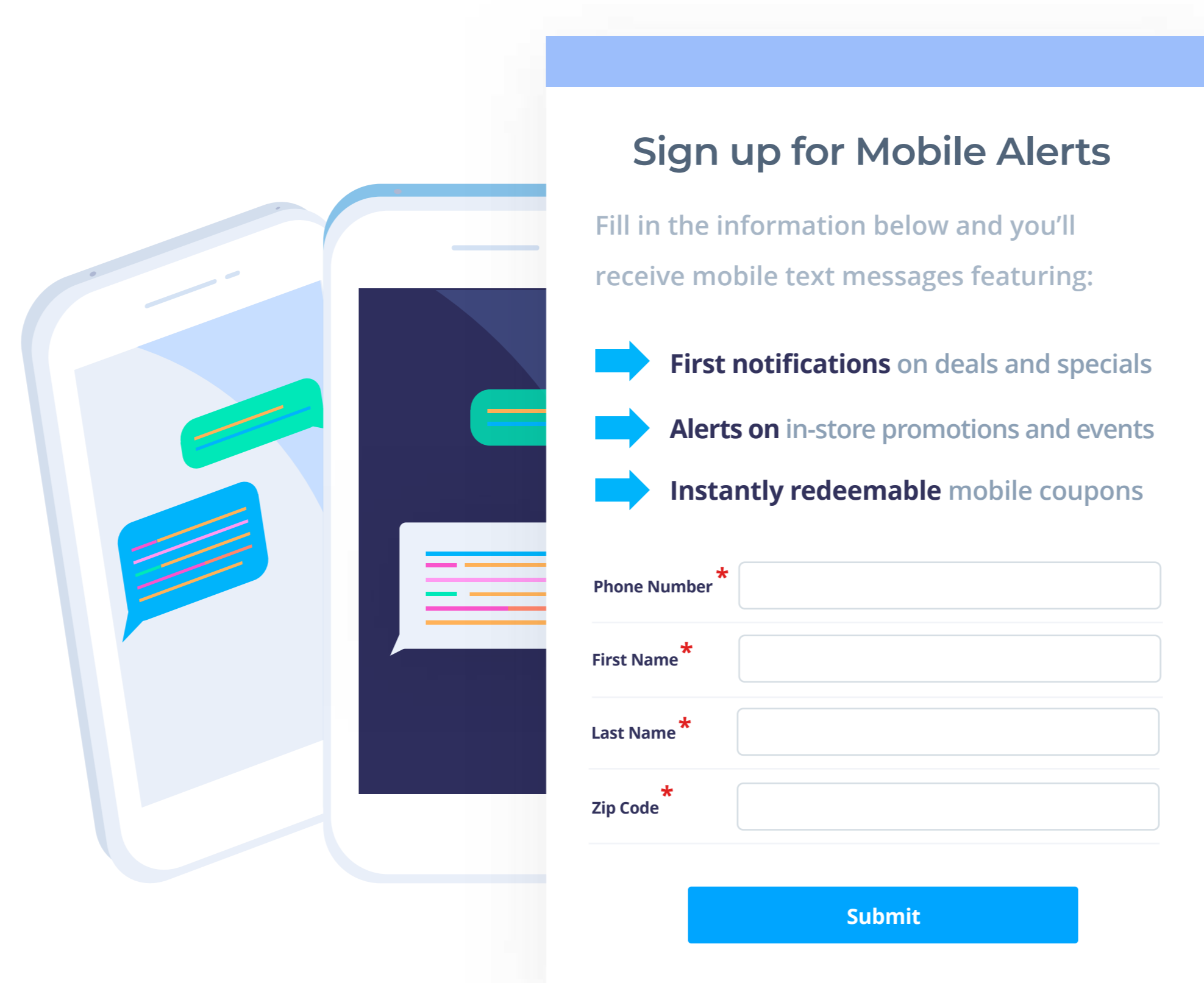
last name*

zip code*

your mobile device number*

preferred delivery time*

time zone*



Sign up for Mobile Alerts

Fill in the information below and you'll receive mobile text messages featuring:

- ➔ **First notifications** on deals and specials
- ➔ **Alerts on** in-store promotions and events
- ➔ **Instantly redeemable** mobile coupons

Phone Number*

First Name*

Last Name*

Zip Code*

Web Forms

Opt-In forms and Click-to-Join widgets must be on your website and social channels. Visitors should have every opportunity to opt-in to receive your marketing SMS messages.

Shortcodes

Encourage potential customers to text a particular keyword to a shortcode number in order to opt-in; they will then receive an invitation via text to join your network or database of relevant contacts.



27 SMS Integrations

For those that may not know what 'integration' is it is when you have a piece of third-party software connected (integrated) to your existing software. For instance, you have a contact form on your website that after completion sends an automated email. The email software is integrated into your website. Without integration you would have to manually load the data from the form into your email software and send a blast out. You may as well send a letter.

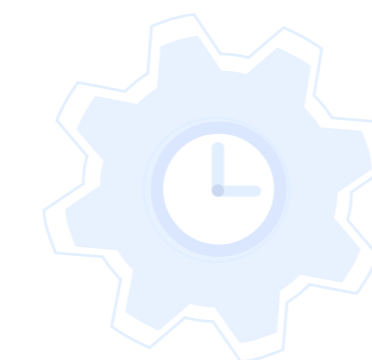
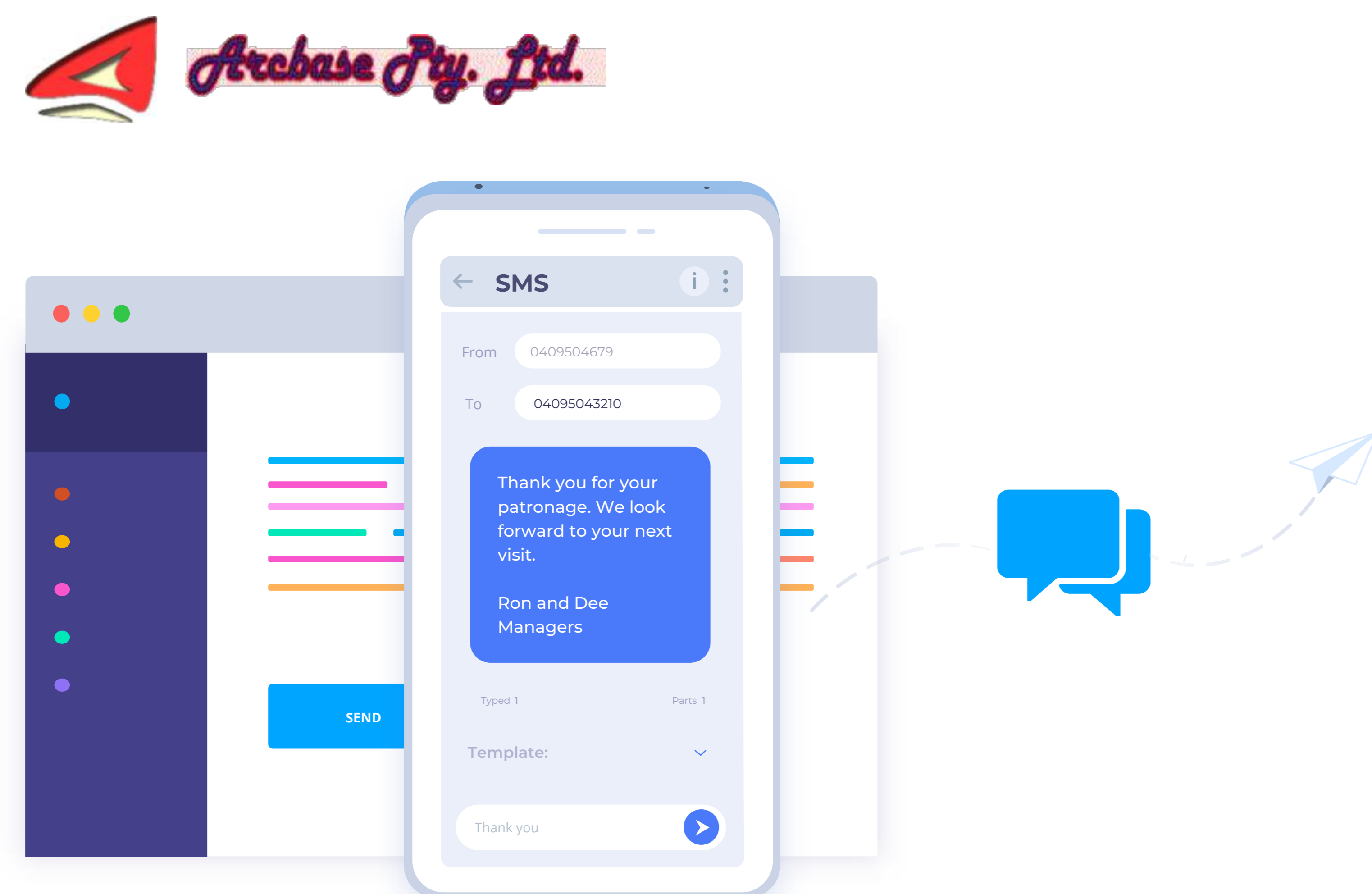
Integrations can be built in several ways the two most popular are connecting directly using APIs, which is a bit of software you build that allows your application to communicate with another application. ClickSend has its own API you can access via our Developer Portal and allows you to build SMS functionality (and more) directly into your website/web application. Technical knowledge is required for API level integration.

The other and most popular way is using products like IFTTT and [Zapier](#), which are nifty pieces of software that get applications communicating with each other with limited technical knowledge required. You sign up to them online and in a few clicks can have your software connected with the world's most popular CRMs, eCommerce, social, productivity, business, development, and email applications.

Here are examples of both:

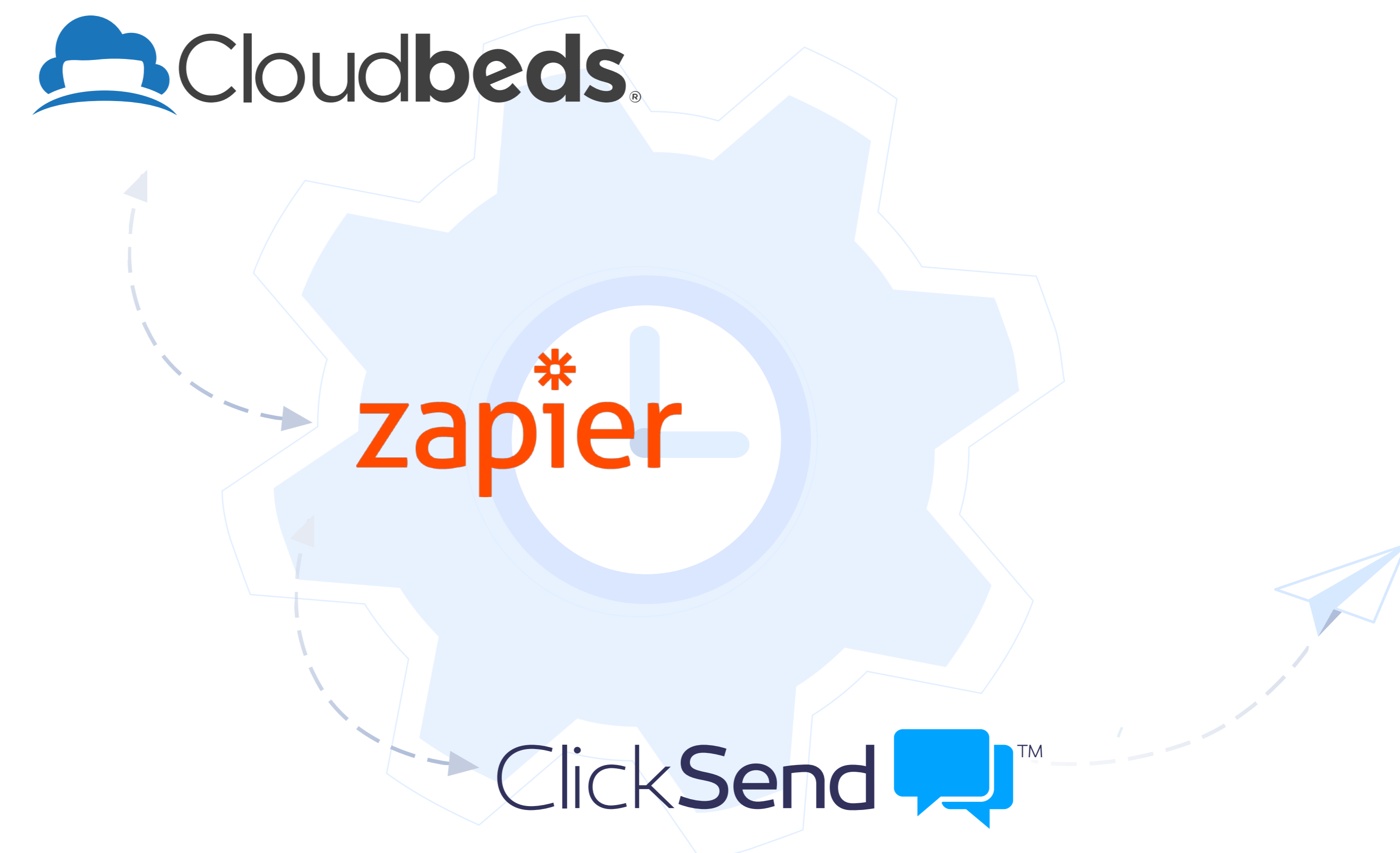
Direct

ClickSend is the preferred supplier for UniRes - the Universal Reservations System by Archbase. UniRes now offers the ability to send SMS via their reservations platform. These SMS messages are managed by ClickSend. ClickSend is directly integrated into their software.

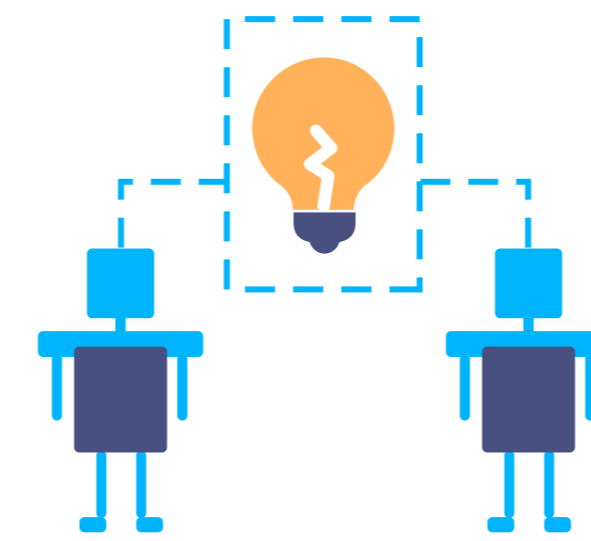


Zapier

[Cloudbeds](#) is a hospitality management software platform with a property management system (PMS), channel manager, and booking engine. It is one of the 1,500+ apps within Zapier. This means with a few clicks you can integrate it with ClickSend and send SMS to customers or even receive SMS notifications when a booking has been placed.

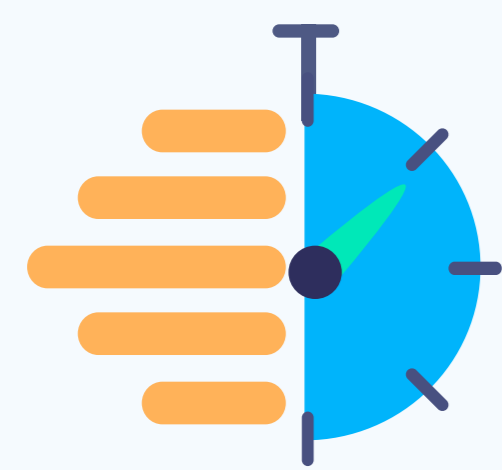


28 More Ways to SMS



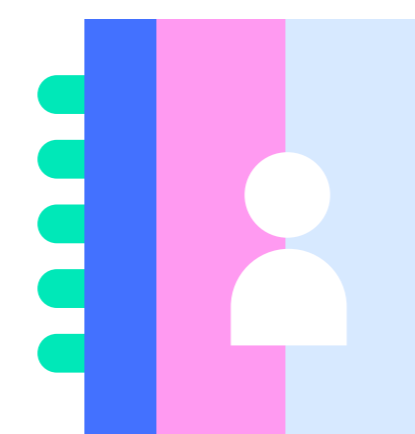
Automations

In a busy world SMS automations make it less busy. Let the software do the heavy lifting and create automated messages and whole journeys once certain actions/events are triggered.



Time-Based Automations

Send SMS based on the time elapsed since a contact's last action. e.g. 2 days after a contact is added, send them a welcome SMS.



Contact List Automations

Send an SMS to new contacts added to a list. e.g. Send an SMS Marketing Campaign to a contact list every month.



Inbound Automations

Do something based on an inbound message. e.g. When a customer texts "Room", auto reply with an SMS.



Email to SMS

Send an email from any email client and have it sent as an SMS. Any replies are received as emails. You get the 98% open rate of SMS with the conversational tracking email provides.



Keywords

Automate your SMS communications without losing personalisation. Use our autoresponder service to build an interactive experience, picking up on SMS keywords and responding automatically.

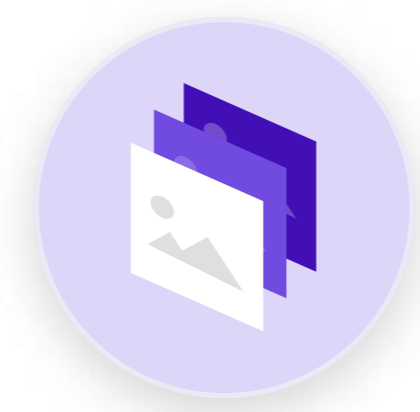
29 More Ways to Communicate

Consolidate all of your communications with ClickSend. We offer a full suite of marketing tools:



SMS Gateway

Send and receive SMS messages globally.



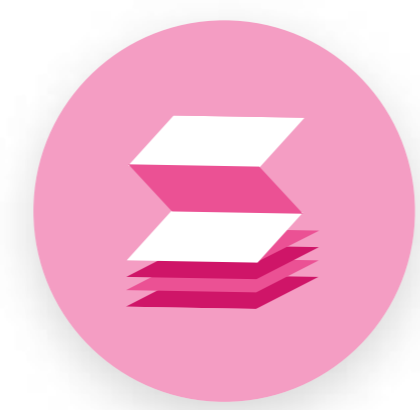
MMS Gateway

Send and receive MMS messages globally.



Email Gateway

Send beautiful email marketing campaigns or transactional at scale.



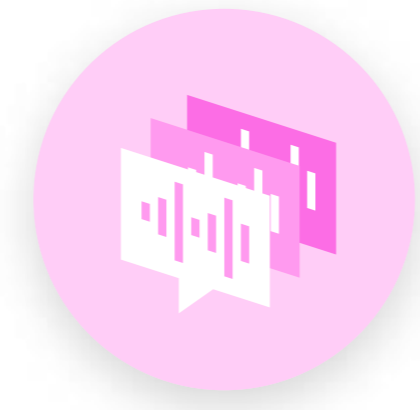
Fax Gateway

Send and receive faxes globally without a fax machine.



Online Post

Print, fold and mail documents easier and more securely than ever.



Voice Gateway

Send text-to-speech voice calls globally.



Send faxes to suppliers or guests without needing a fax machine with our online fax gateway.



Automate hotel wake up calls with our text-to-speech voice gateway.



Utilise both email and texts depending on the message being sent and customer preferences.



Automate letter printing for invoicing; simply upload your addressed document and we print, envelope, stamp and mail it for you. Too easy!



Stay in touch with customers with a postcard - upload your design through our user friendly dashboard and we print and send straight to their postbox.



























Show how beautiful your rooms and food are by leveraging the visual creativeness of MMS. Send rich media marketing messages to really drive engagement.









30 Now Get Sending

We'd love you to start sending with ClickSend now, but if you're still looking around, make sure that your SMS gateway provider offers at a bare minimum the following.

-  Reliable - 100% uptime SLA guarantee
-  Free fixed number
-  Amazing free 24/7 support
-  Free replies
-  Lightning fast message delivery
-  No setup fees
-  High performance - 4800 messages per minute
-  No hidden charges
-  Guaranteed delivery with Tier 1 networks
-  Access to our online SMS software
-  Send SMS online to all countries globally
-  Free credit to get sending straight away
-  Customise sender ID
-  Free low credit warning
-  Real-time message status monitoring
-  Optional auto-topup
-  Secure 256-bit SSL
-  Free delivery reports
-  Long 1224 character limit
-  Free customisation
-  Access to our SMS portal
-  No setup required. Be up and running in minutes
-  Upload from CSV or Excel file for bulk SMS campaigns
-  Flexible prepaid and postpaid payment options available

Lightning Fast SMS with 98% Open Rates

Voted best SMS Gateway 2020 on SMS Comparison ★★★★★

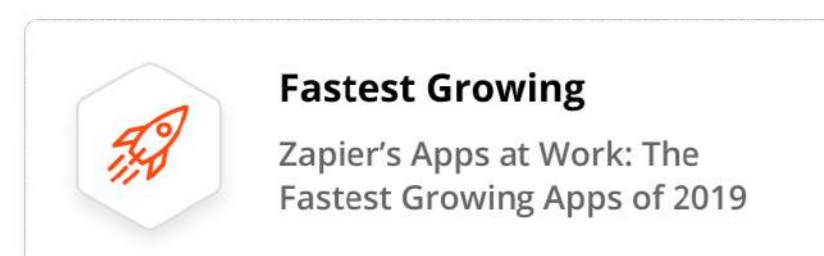
-  Track, receive and send SMS online messages worldwide
-  Lightning fast message delivery
-  Reliable – 100% uptime SLA guarantee
-  Free fixed number, free replies
-  No monthly fees – in fact no recurring fees ever!
-  First 25 messages free

[GET SENDING FOR FREE](#)

'Great service. Much easier to use than the previous providers I had attempted to use. The dashboard is easy to use and understand and everything works with Zapier which I use extensively.'

Albert via Trustpilot

Excellent  9.2 out of 10  Trustpilot



500

Technology **Fast 500**
2018 APAC **WINNER**
Deloitte.

