

## Quick Start Guide: Mobile Marketing Basics

1.

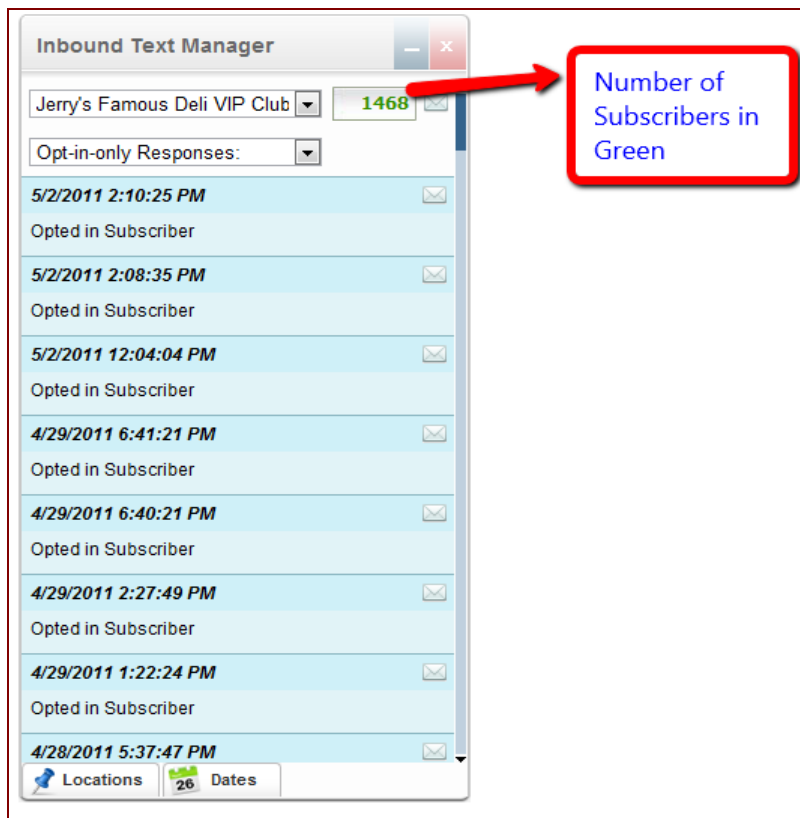
### Log-in and Start

- A) Go to [www.fdinsights.com](http://www.fdinsights.com) and click on **“Client Login”**.
- B) Enter your Username and Password.
- C) Go to the **Accounts Tab** to edit any of your personal details and change your password if you would like.

2.

### Monitor your Loyalty & Rewards Mobile VIP Club

Go to the “Dashboard” Overview and view the **“Inbound Text Manager”** widget. You will see the total number of currently opted-in customers displayed in green. (See Below)



The screenshot displays the 'Inbound Text Manager' interface. At the top, it shows 'Jerry's Famous Deli VIP Club' with a subscriber count of '1468' in green. Below this is a list of individual opt-in events, each with a timestamp and the text 'Opted in Subscriber'. A red arrow points from the '1468' count to a red-bordered callout box containing the text 'Number of Subscribers in Green'. At the bottom of the widget, there are tabs for 'Locations' and 'Dates', with '26' displayed under the 'Dates' tab.



## Change your “Auto-Reply” SMS Message/Offer

A) Click on the “SMS Services” Tab, then click on “Surveys”, then click on “Manage Opt-in Only Services”

B) Change your current SMS Message/Offer by clicking on the “SMS Reply” input form.

The screenshot shows the 'Manage Opt-in Only Services' page. The 'SMS Reply' field is highlighted with a red box and a red arrow pointing to it, with a callout box that says 'Change your Reply Message here.' The 'SMS Reply' field contains the text: 'Spring Special! Show this Msg for a \$1.00 Milk Shake with any sandwich order! Stop? Txt STOP. Info? Txt HELP. Msg&Data rates may apply. Front Door Direct'. Below the 'SMS Reply' field is a 'Save Changes' button. To the right of the 'SMS Reply' field is a mobile phone displaying a preview of the message. A red arrow points from the phone to a callout box that says 'Phone displays a preview view of your new message.'

Survey created by: Front Door Direct

Opt-in: Jerry's Famous Deli VIP Club

Title: Jerry's Famous Deli VIP Club

Intro: Join our Mobile VIP Club and receive future promotions, seasonal specials and news of

SMS Reply: Spring Special! Show this Msg for a \$1.00 Milk Shake with any sandwich order! Stop? Txt STOP. Info? Txt HELP. Msg&Data rates may apply. Front Door Direct

remaining characters: 7 Delay by 0 minute(s)

Smart Coupon - (none)

Std SMS Reply: Stop? Txt STOP. Info? Txt HELP. Msg&Data rates may apply. Front Door Direct

Select which accounts have access to this survey:

<input type="checkbox"/> 1310 KFKA Radio	<input checked="" type="checkbox"/> Apply to all Sub Accounts
<input type="checkbox"/> 2020 Optical & Eyecare	<input checked="" type="checkbox"/> Apply to all Sub Accounts
<input type="checkbox"/> 3 Margaritas	<input checked="" type="checkbox"/> Apply to all Sub Accounts
<input type="checkbox"/> 5 Star Home Improvement, Inc.	<input checked="" type="checkbox"/> Apply to all Sub Accounts

Save Changes

C) Be sure to click on “**Save Changes**” when you have updated/changed your SMS Message/Offer.



Send a Promotional “Blast Message” to your Mobile Subscribers.

A) Click on the “Envelope Icon” on the Inbound Text Manager

Inbound Text Manager

Jerry's Famous Deli VIP Club 1468

Opt-in-only Responses:

5/2/2011 2:10:25 PM Opted in Subscriber

5/2/2011 2:08:35 PM Opted in Subscriber

5/2/2011 12:04:04 PM Opted in Subscriber

4/29/2011 6:41:21 PM Opted in Subscriber

4/29/2011 6:40:21 PM Opted in Subscriber

4/29/2011 2:27:49 PM Opted in Subscriber

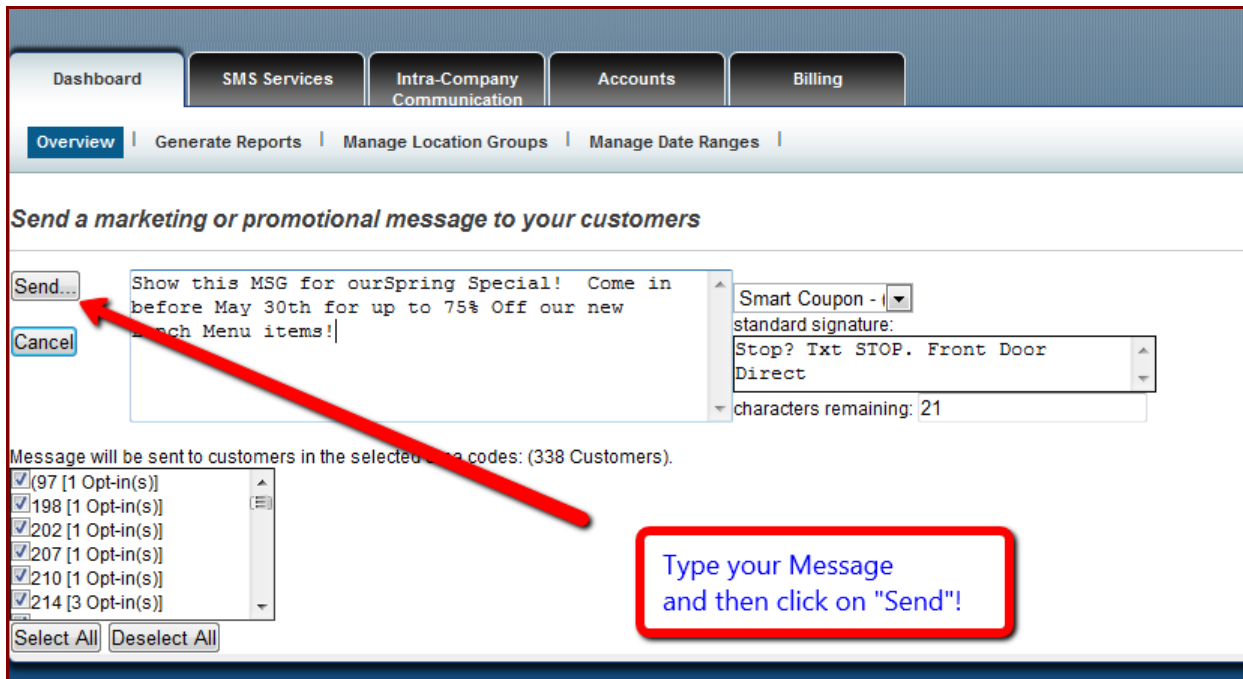
4/29/2011 1:22:24 PM Opted in Subscriber

4/28/2011 5:37:47 PM Opted in Subscriber

Locations 26 Dates

Click on the "Envelope Icon" to send a promotional "Blast" Message

B) Type your Promotional Message in the Dialogue Box.



C) Click on the **“Send”** button when you’re happy with your Message.

D) You will then be prompted to review your Message one more time before being asked to send immediately to your Opted-in Subscriber database!

**Need Help? Call or Email Support!**

Tel: 888-632-1049 or  
support@fdinsights.com