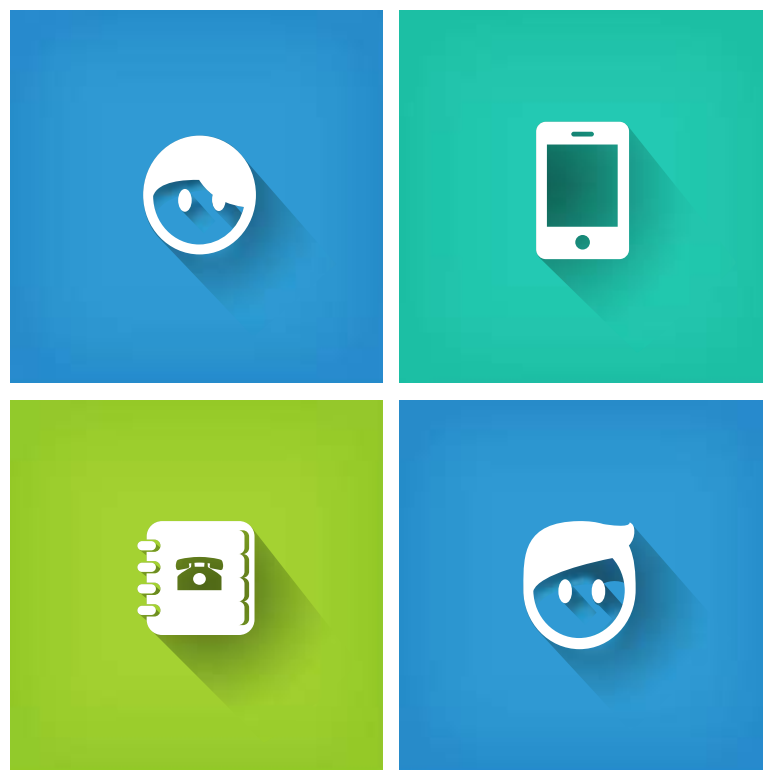


Distribution List GUIDE



In this Guide



What is a Distribution List? ... 3



What can it do for me? ... 4



How do you create one? ... 5



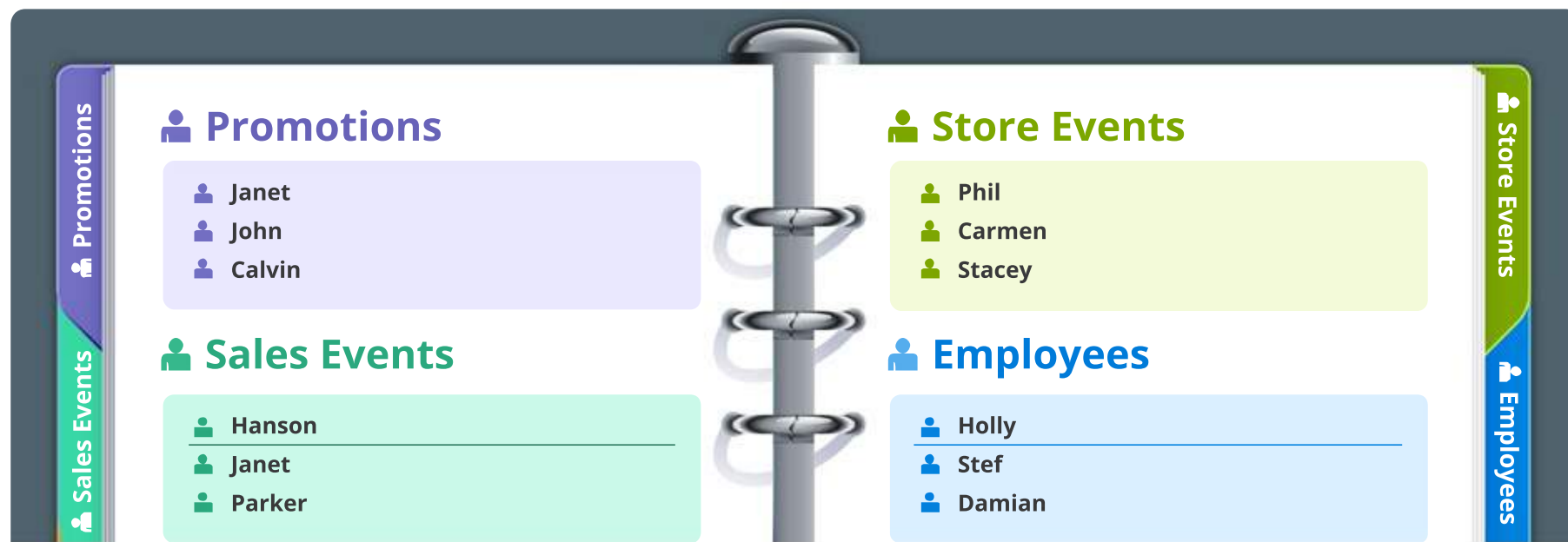
FAQs ... 15



What is a Distribution List?

A Distribution List is a group of individuals that subscribe to receive your messages. Distribution Lists help you organize your entire contact database so you can quickly find the people you want to reach. For example, Joe's Sporting Goods Store created the Distribution Lists shown below (there's even one for its employees so they can get updates on store happenings). Joe can send a message blast to all contacts in the Store Events list to invite customers to the annual Block Party and also the Promotions list if this block party will be implementing promotions.

Subscribers can also be added to multiple Distribution Lists, which is good for Janet who wants info for promotions and sales events.

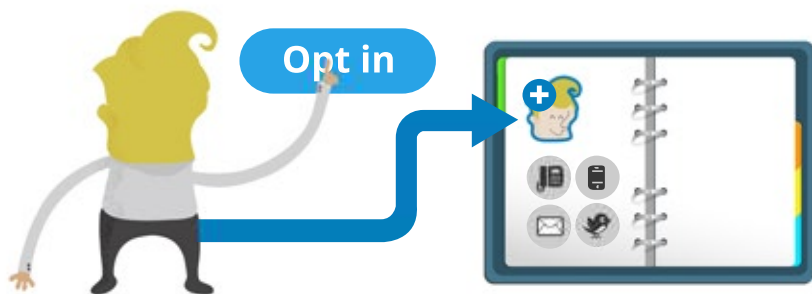




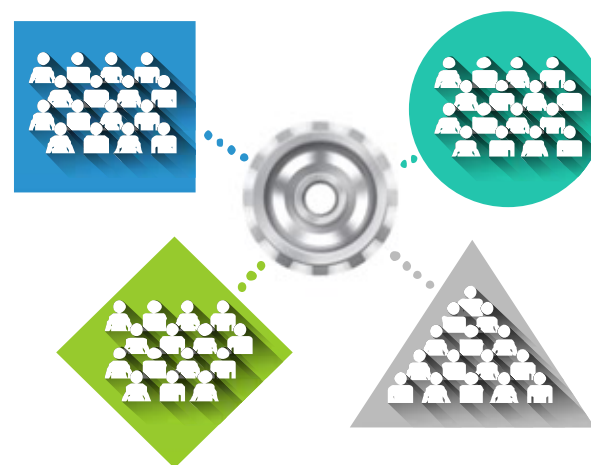
What can it **do** for **me**?

Distribution Lists are all about easily organizing subscribers, who are people that opt in to receive your messages. Here's what Distribution Lists do for you:

1 Distribution Lists automatically store subscriber information. When a subscriber opts in, his volunteered contact information (e.g. mobile phone number, email, etc) is saved in the Distribution List.



2 Distribution Lists organize subscribers so you can easily identify recipients for future messages. Distribution Lists help target grouped subscribers and create more relevant messages.





How do you create a **Distribution List**?

There are two ways of creating Distribution Lists.

Method **1**

Use any Collect or Engage feature.



**Mobile
Keyword**



**Online Sign-up
Page**



**Multi-channel
Voting**



**Yes/No
Response**



Text-to-Screen



**Shuffle
Responder**



**Add/Import
Contact**

Method **2**

Create a Distribution List alone.



This method focuses on creating a Distribution List which will need to be linked to a Mobile Keyword, OSP, Send Message feature, or Engage feature later. Until linked to one of the features above, this Distribution List can only be populated by manually adding or importing contacts.



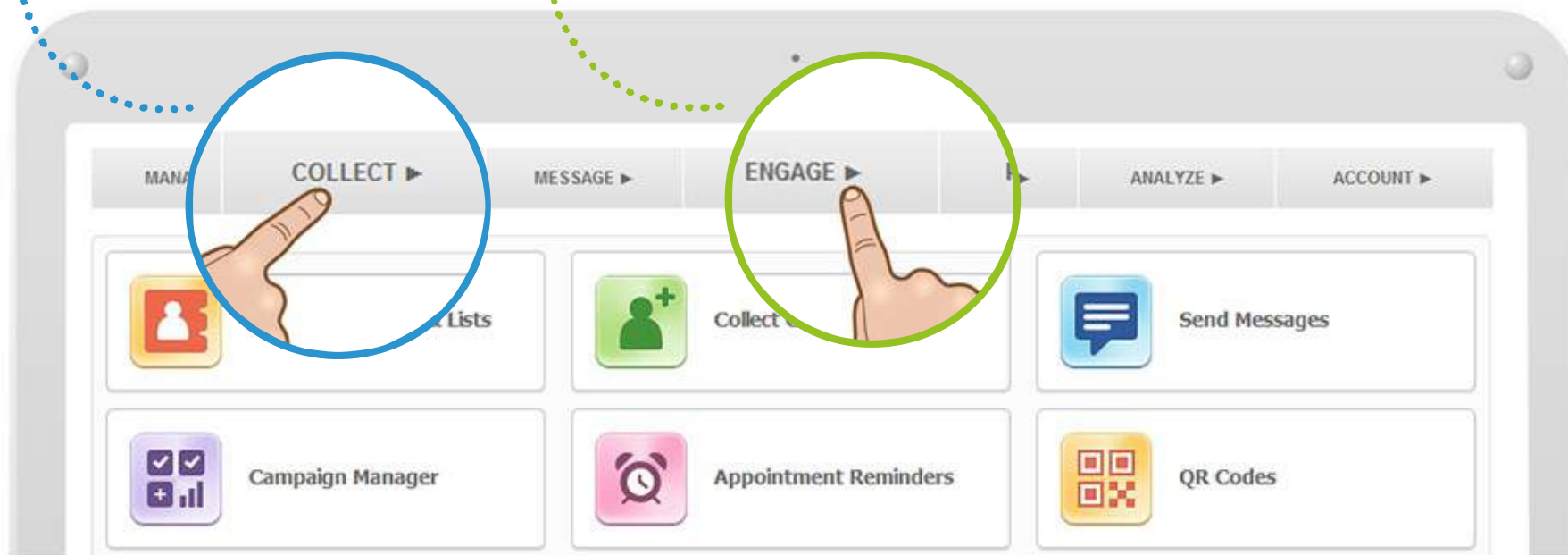
How do you create a **Distribution List**?

Method 1 Click Collect or Engage in the top menu.

If you click **Collect**, you can create either a Mobile Keyword or Online Sign-up Page.

If you click **Engage**, you can choose any feature to create.

Note that you will be able to create a new Distribution List when creating a new feature.



* If you only want to create Distribution List and nothing else at the moment, you should go with Method 2.



How do you create a **Distribution List**?

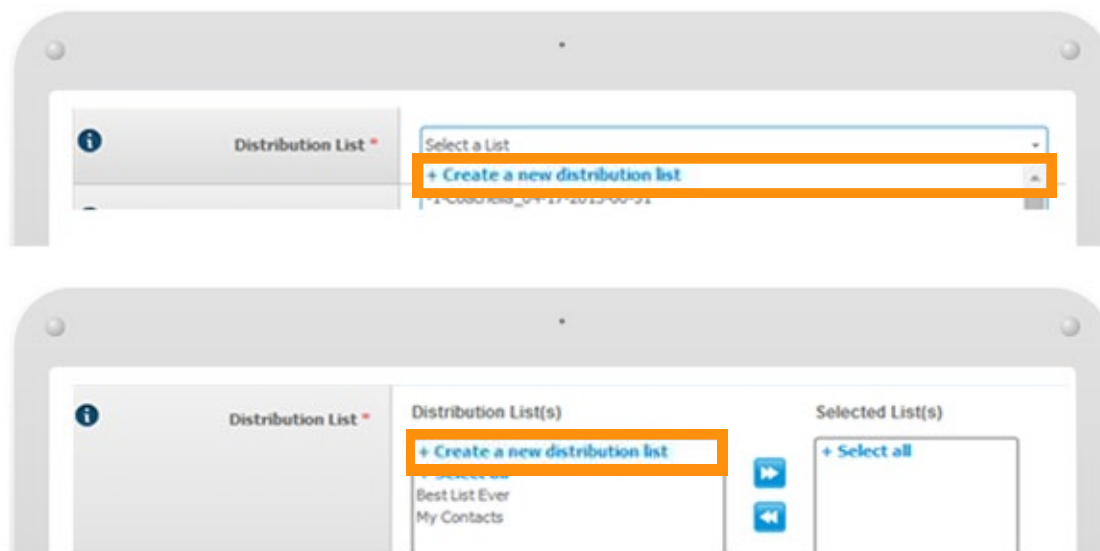
Method 1



Anytime you create a new feature, you will need to link it with a Distribution List(s). That way, when you engage subscribers they can be grouped in a Distribution List rather than as individual contacts in your database.

In the process of creating a feature, you will see a section called Distribution List (surprise!). Here, you will be able to either select an existing list (if you created one before) or create a new list.

Once you create your Distribution List, you will be able to link it with your new feature. You can also create a new list and not link it. It's all up to you!



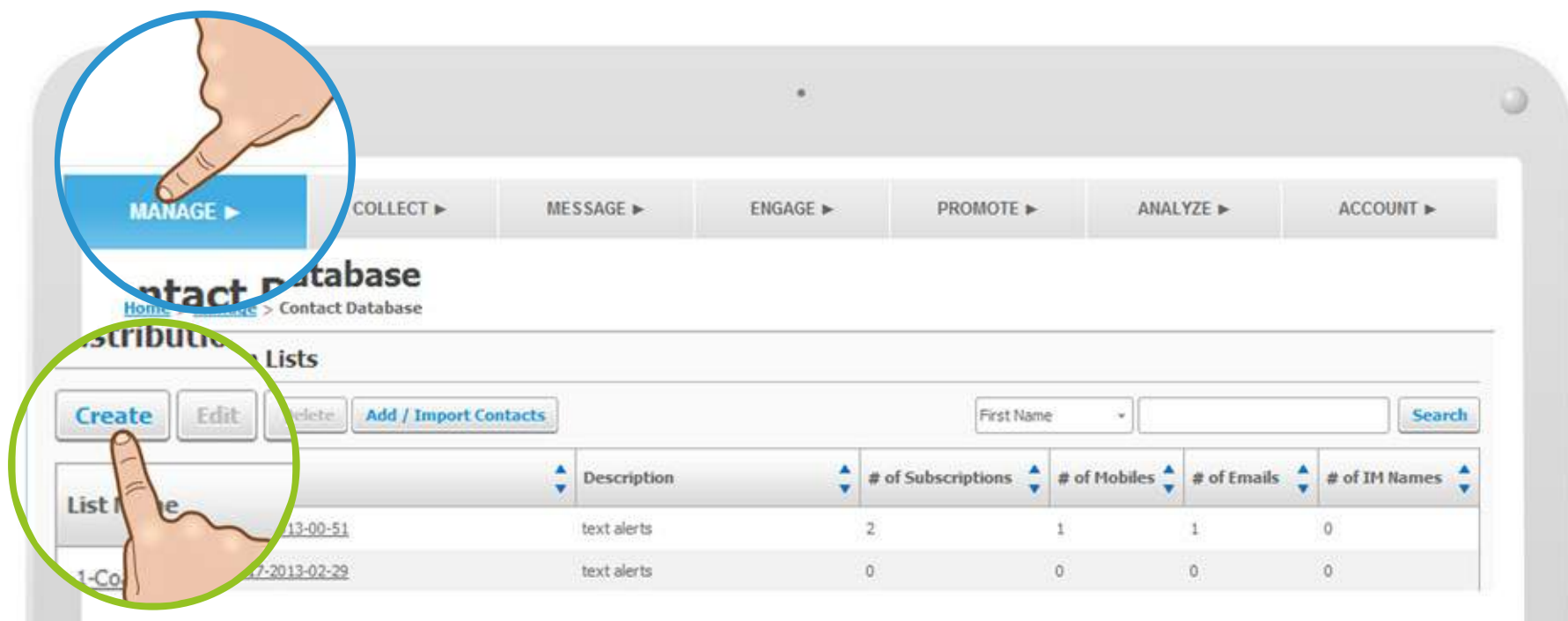


How do you create a **Distribution List**?

Method 2



Click **Manage** in the top menu.
Then click **Create** under Distribution Lists.





How do you create a **Distribution List**?



Name Distribution List

No matter which method you choose, you will land on this pop-up.

Every Distribution List needs a name and a display name. They can be identical but the difference is that the name (not the display name) has no spaces and is not visible to subscribers.

The display name is visible only on OSPs if there are more than one lists linked with that OSP. This lets subscribers choose which list to join. The next page is dedicated to explain the difference between a Distribution List and Display Name.

Create New Distribution List

Create New Distribution List

Mobile industry regulations require that you provide your subscribers with the frequency and description of messages they will receive.

Distribution List *

Display Name *

Monthly Message Frequency * Ex: 4 Hsg/mo

List Description * Ex: Info Alerts, Promotions, Offers, Coupons, etc.

Cancel Save



How do you create a **Distribution List**?

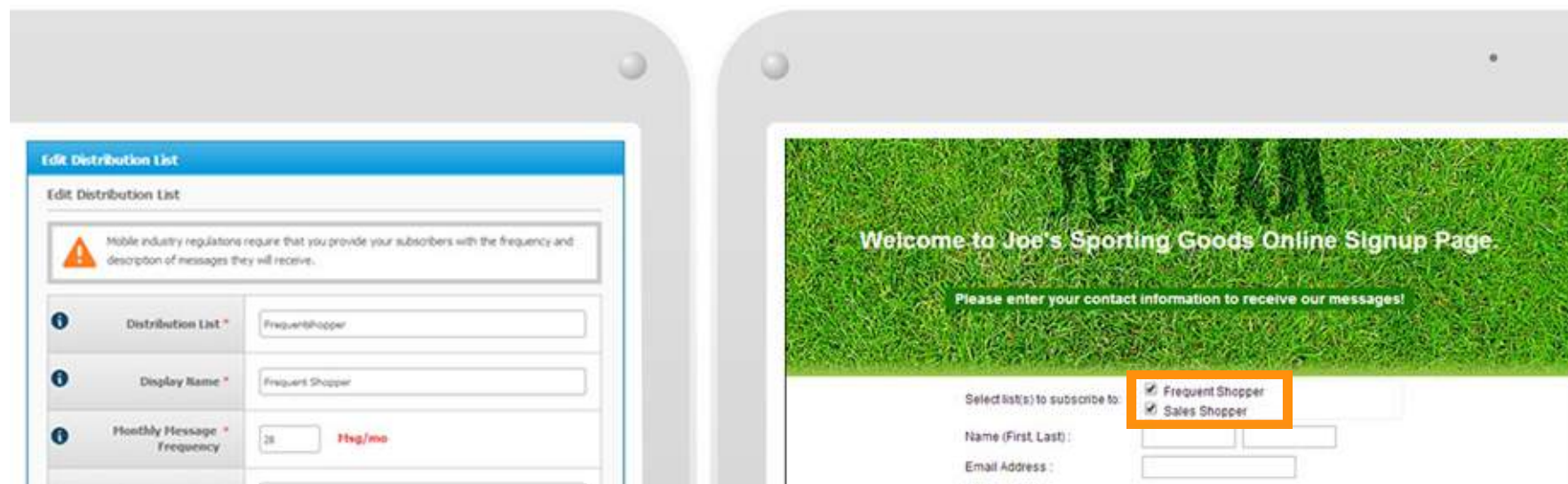
Distribution Lists & **Display Names**

Alright, so it may be a little confusing why we need two names for one thing. Hear us out.

The Distribution List name is the general name for the list and is visible only to you. Spaces aren't allowed so you can easily identify it when you want to use the Send from Phone messaging feature.

The Display Name is a little different. It is only displayed on Online Sign-up Pages (OSP) where it's visible to subscribers.

Why is this? Since you can link multiple Distribution Lists to the OSP, new subscribers can pick and choose to join a specific Distribution List. If only one List is linked to an OSP, the Display Name will not be shown and new subscribers will automatically join that List.





How do you create a **Distribution List**?

Important: Set Monthly Message Frequency

How many times a month should your subscribers expect a text from you? If you're not sure, think of how many texts you plan to send a week and multiply it by 4. If you're still not sure, we hear 4 is a pretty good number to begin with (one text a week). You can always edit this later when you have a better idea.

Whether you plan to send 4 or 40 messages, subscribers need to know how many messages they are going to receive. Disclosing this number is required by CTIA regulations in order to protect the subscribers' interests. There can be repercussions for seriously underestimating your monthly message frequency. E.g. claiming to send 4 texts a month but actually sending 20 texts. Keep in mind: if your number is high, people may not want to stay opted in.

Create New Distribution List

Create New Distribution List

Mobile industry regulations require that you provide your subscribers with the frequency and description of messages they will receive.

Distribution List *

Display Name *

Monthly Message Frequency * *Ex. 4* **Msg/mo**

List Description * *Ex. Info Alerts, Promotions, Offers, Coupons, etc.*

Cancel Save



How do you create a **Distribution List**?



Describe Distribution List

Briefly describe the types of messages you plan on sending to this Distribution List. Will you be sending updates, promotions, offers, event invitations, or alerts? This allows new subscribers to make more informed decisions when opting into a particular Distribution List.

Create New Distribution List

Create New Distribution List

Mobile industry regulations require that you provide your subscribers with the frequency and description of messages they will receive.

Distribution List *	<input type="text"/>
Display Name *	<input type="text"/>
Monthly Message Frequency *	<input type="text" value="Ex: 4"/> Msg/mo
List Description *	<input type="text" value="Ex: Info Alerts, Promotions, Offers, Coupons, etc."/>

Cancel **Save**



How do you create a **Distribution List**?

Save Your List



Done? Click Save!

Method 1: Once you click Save, it will automatically be available for linking to the feature you created.

Method 2: Now you have a Distribution List that you can link with any existing or future feature. Note that until you link this list, it will be one lonely Distribution List that can only be populated by manually adding or importing contacts.

Create New Distribution List

Create New Distribution List

Warning: Mobile industry regulations require that you provide your subscribers with the frequency and description of messages they will receive.

Distribution List *	<input type="text"/>
Display Name *	<input type="text"/>
Monthly Message Frequency *	<input type="text" value="Ex: 4"/> Msg/mo
List Description *	<input type="text" value="Ex: Info Alerts, Promotions, Offers, Coupons, etc."/>



How do you create a **Distribution List**?

That's a wrap, folks!



You made it! Now it's time for you put your knowledge to use!

Reading about Distribution Lists is one thing while learning by doing is another. Take some time to play around with our features and come back to this guide anytime for a memory-jogger.

Happy messaging!





FAQ

Q Can I edit Distribution Lists?

Of course. Just click on the Manage tab, select a Distribution List and click Edit. You will be able to edit your Distribution List name, display name, monthly message frequency, and description.

Q Do my subscribers see the Distribution List name, display name, or description?

Only the display name and description is visible on OSPs (if you have any). The actual name is visible only to you, the sender.

Q Can I add subscribers to Distribution Lists manually?

No. ALL subscribers must be opted in by either texting in a keyword or filling out and submitting an OSP.

Q Why am I only allowed to add subscribers by keyword or OSP?

They assure that the message recipients want to receive your texts and they are fully informed of message frequency and message type, both of which are required by industry regulations. We found it was the best way to monitor and ensure that contact information is not bought or rented (yes, people really do that). You can learn more in our CTIA and TCPA Regulations Guide.

Q What's wrong with bought or rented subscriber lists?

Everything. Just kidding. It's just that we can't be 100% sure that everyone on those lists want to receive texts from the sender (list buyer/renter). We have a name for unwanted messages: SPAM. And we have a policy for unwanted messages; check out our Anti-Spam Policy Guide. It will help you understand the best ways of using our software.