

BATCHLEADS SMS

How does it work?

BatchLeads integrates with third party SMS providers to keep all your messaging and marketing in one place! Think of it like having a smartphone: You can purchase a smartphone, but without an internet service provider or a carrier, you can't use all its capabilities.

In this scenario, BatchLeads is like the smartphone. You can add contacts and design the texts you want to send, but you need a third-party provider to purchase a phone number and send texts. BatchLeads proudly integrates with several providers to help create a seamless experience.



WHAT YOU CAN DO IN BATCHLEADS:

1. Purchase and manage phone numbers from the third party provider
2. Create or upload lists of phone numbers you want to text
3. Create SMS templates and messaging
4. System pushes SMS campaigns to third-party provider



WHAT OUR THIRD-PARTY PROVIDERS DO BEHIND THE SCENES:

- ✓ Push purchased numbers to BatchLeads
- ✓ Deliver text messages after they're received from BatchLeads
- ✓ Push text responses back to BatchLeads

How do I connect with a provider?

It may be smart to connect with a provider BEFORE you sign up for a BatchLeads account. When you sign up with a provider, the provider will need to make sure you're compliant with federal regulations (10DLC), so you may need to submit the following items to them:

- ☐ Your business EIN (*Employer Identification Number*)
- ☐ Your business's articles of incorporation
- ☐ Your business domain website
- ☐ An email that matches your business domain
- ☐ Phone number associated with your business (*must be listed on your business website*)
- ☐ Your opt-in form (*proof that you're getting permission to send messages to people*)
- ☐ Use Cases: What messaging you plan to include in your SMS templates (*i.e. notifying customers about updated market information*)
- ☐ Examples of text messages you plan to send
- ☐ Fee disclosure policy (*i.e. message and data rates may apply*)
- ☐ Service delivery frequency plan (*i.e. 4 messages per month*)
- ☐ Customer Care information (*i.e. Text HELP for help*)
- ☐ Privacy Policy page describing you end user opt-in information will be used
- ☐ Terms and conditions page describing terms of service

DOs:

1. Include your name or business name in your initial messages
2. Include opt-out language in every text you send (i.e. Reply STOP to quit)
3. Purchase 1 phone number for every 50 texts you plan to send each day. (i.e. 100 texts per day = 2 phone numbers)
4. Monitor your phone number reputation and replace or cool off phone numbers when they get flagged (this can be done in the SMS settings section of BatchLeads).
5. Add trigger words and phrases in BatchLeads. This automatically puts them on your "do not call" list when they text things like "stop" or "not interested."

DON'Ts:

6. Don't use spam keywords (listed at the bottom of the SMS templates in BatchLeads)
7. Don't send more than 100 SMS messages per line per day.

What if I need help?

Following best practices helps protect you and your business and maximizes SMS reachability and response rates. If you need help with 10DLC registration, phone number/SMS billing, or deliverability issues, please contact your third-party provider for assistance. If you're still not sure what to do, you can visit our knowledge base in the BatchLeads app or contact support@batchleads.com.