



SMS Help Guide

Broadcast SMS with MessageLink via the Dashboard

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INTRODUCTION

TNZ's online web dashboard is the simplest way to send broadcast SMS messages.

Four steps to sending your SMS broadcast:

1. Log into www.tnz.co.nz using your username and password
2. Select **New Message | Send SMS** from the menu, then click the **Send SMS** option
3. Complete the form to design your SMS broadcast, then click **Submit**
4. Track your broadcast's progress in real time using the **View Messages | Messages Sent** menu, and view SMS Replies using the **View Messages | SMS Received** menu

SENDING YOUR SMS BROADCAST

Step 1: Log into www.tnz.co.nz

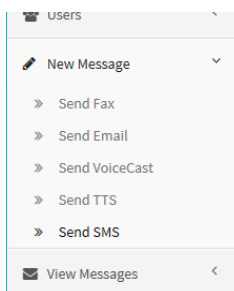
Visit <https://login.tnz.co.nz> and log in using your supplied Username and Password.

Your username is typically your email address.

If you have forgotten your password, you can reset it here: <https://www.tnz.co.nz/About/ForgotMyPassword>

Step 2: Find the Send SMS wizard

Select Send SMS from the left side menu, then select the green Send SMS option:



Step 3: Complete the Send SMS wizard

- 1) Upload any Files requiring linking into the Step1: Attachments section
- 2) Enter your text message into the **Message** text box, optionally utilizing the MessageLink features under Add Actions
Keep an eye on the number of **Message Parts Used** as multiple message parts are charged accordingly
- 3) Click the blue **Upload a list** button to import your spreadsheet of mobile numbers
See the “Setting up your Spreadsheet of Mobile Numbers” section below to correctly design your spreadsheet for uploading
- 4) Enter a relevant **Reference**, e.g. “My SMS Broadcast to Customers” and select an appropriate Date and Time for the broadcast to send (leave this as default to send the broadcast immediately)
- 5) Check the **Confirmation** box and click the blue **Submit** button to complete your broadcast set up

Step 2: SMS/TXT message to send

Header *(Optional)*

Message [Add Substitutions](#) [Add Actions](#)

Dear Customer, your latest policy is included: [\[\[File1\]\]](#)
I have also included our Terms: [\[\[File2\]\]](#)
Thanks, ABC Company

Footer *(Optional)*

Rate your experience: [\[\[Link:https://www.survey.mycompany.com/path/to/survey.html\]\]](https://www.survey.mycompany.com/path/to/survey.html)
Unsubscribe: [\[\[Optout\]\]](#)

Characters Used <i>(estimation)</i>	Message Parts Used <i>(estimation)</i>	Characters Left <i>(estimation)</i>
252	2	207

Step 4: Track your broadcast's progress and results

Using the **View Messages | Messages Sent** menu, you can view progress in real-time. Clicking on a message will display additional details on the broadcast, including individual results, the message sent, and more.

Using the **View Messages | SMS Received** menu, you can view replies to your broadcast.

SETTING UP YOUR SPREADSHEET OF MOBILE NUMBERS

Before sending your broadcast, review your spreadsheet of mobile number contacts to ensure the data is accurate and tidy.

Spreadsheets can be uploaded in CSV, XLS and XLSX formats.

Number formatting to send SMS to a national number:

→ [Mobile Network][Mobile Number]

displayed as 0213334444

Number formatting to send SMS to an international number:

→ [Country Code][Mobile Network][Mobile Number]

displayed as 006143334444

Spreadsheet editors such as Microsoft Excel commonly remove leading 0's from numbers or convert long numbers to scientific exponentials (e.g. 6.421E+11). Options to preserve your number formatting:

- 1) Insert Spaces into the number: 021 222 3333
- 2) Insert Dashes into the number: 021-2223333
- 3) Insert Brackets into the number: (021)2223333
- 4) Edit the Mobile Column's Cell Formatting by right clicking on Column A, selecting Format Cells, and setting the cell formatting to "text"

You can use a mixture of these options.

An example of a good list of mobile numbers:

	A
1	Mobile
2	021 222 3333
3	021-9998888
4	(022) 5554444
5	0061 4 9999 8888

An example of a bad list of mobile numbers:

	A
1	Mobile
2	6.421E+11
3	21000001
4	2200002
5	6149998888

MESSAGELINK ACTION TAGS

[[Link: *]]	<i>example input: [[http://www.mydomain.com/path/to/page.html]] example output: https://tnz.nz/AAA000</i>
[[File1]]	<i>example input: [[File1]] example output: https://tnz.nz/AAA001</i>
[[File2]]	<i>example input: [[File2]] example output: https://tnz.nz/AAA002</i>
[[Reply]]	<i>example input: [[Reply]] example output: https://tnz.nz/AAA00R</i>
[[OptOut]]	<i>example input: [[Optout]] example output: https://tnz.nz/AAA000</i>

- A maximum of nine [[Link:]] and [[File*:]] tags are supported
- Files are counted in the order they're attached to the email
- All MessageLink tags are tracked (date and time opened, the viewer's IP and UserAgent, including multiple opens)
- The [[Reply]] tag allows the viewer to enter a response
- The [[Optout]] tag allows the viewer to enter an unsubscribe request
- ***MessageLink must be enabled by your Account Manager or Sales Representative**