

# Spread the Word with Campaign Manager



Campaign Manager takes the chaos and disorganization out of planning an SMS, voice, or email campaign. With this turnkey application, any organization can set up a campaign in minutes. For example, a florist business owner with no development experience can take SMS-based promotions surrounding various holidays and themes from idea to reality with Campaign Manager.

A cloud-based solution, Campaign Manager allows organizations to send the same message to multiple recipients, over multiple channels. Blast content to millions of people at the same time to make important announcements, conduct surveys or polls, gain feedback, and more - all via SMS, voice, or email.

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With more than

9 in 10

millennials now owning smartphones and nearly 20 percent of those users accessing the internet exclusively with smartphones, SMS becomes a critical way to do business.

—Pew Research Center, 2019

## VIP Promo



236,851

MESSAGES SENT



## Mother's Day



1,172,983

MESSAGES SENT



## New Hours

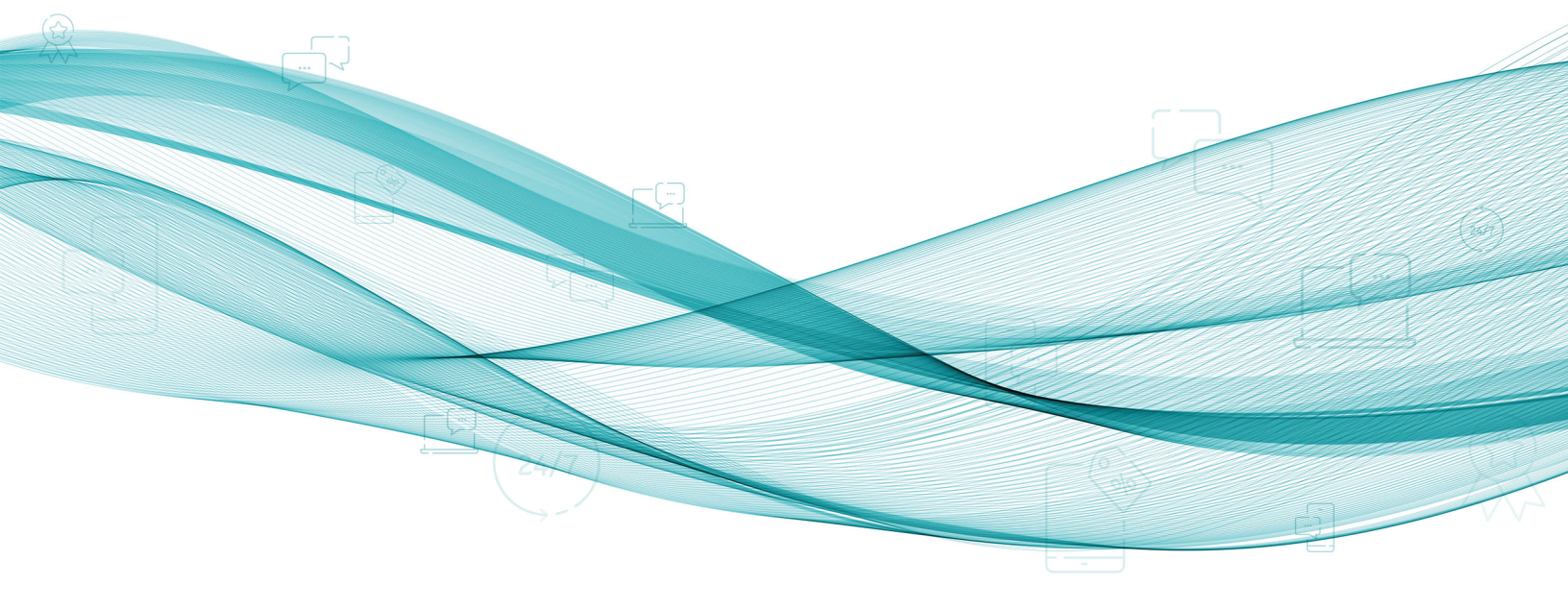


612,357

MESSAGES SENT



Take large-scale campaigns from chaos to complete with Telestax.



## CAMPAIGN MANAGER IN ACTION - HOW IT WORKS

A user-friendly interface makes it easy to get started with Campaign Manager.

**Step 1** - The first step in building an effective campaign is to configure a list of recipients.

For example, to import a list of To phone numbers for an SMS campaign, simply upload the batch file, or enter the numbers manually.

The screenshot shows the 'ACMEFlorist Campaign Manager' interface. At the top, it says 'Available Credits: 11', 'Documentation', and 'Test CM Ent User'. Below this is a navigation bar with 'SMS' and 'Search'. A progress bar shows four steps: 'Upload To Phone Numbers', 'Upload From Phone Numbers' (highlighted), 'Write Your Message', and 'Schedule the Campaign'. The main content area is titled 'Upload From Numbers' and contains three buttons: 'Upload From Numbers', 'Enter From Numbers', and 'Generate From Numbers', separated by 'or'. Below these buttons is a section titled 'Uploading From Numbers' with the instruction 'Put your From Numbers list into a text file (.txt). One number per line.' At the bottom are 'Previous' and 'Next' buttons.

The same can be done for the sending, or From phone numbers. In this case, a third, provider-generated option is also available.

**Step 2** - Next, choose the proper encoding and type in a message. To avoid a multipart message, be mindful of character length rules.

The screenshot shows the 'ACMEFlorist Campaign Manager' interface at the 'Write Your Message' step. The navigation bar and progress bar are the same as in the previous screenshot. The main content area is titled 'Write Your Message' and contains a 'Select your message encoding' dropdown menu set to 'GSM7'. Below this is a text input field for the message, containing 'Hello VIP Customer, log in today to view your personalized offer!'. Below the input field, it says 'Message Length: 65 Message Segments: 1'. Below this is a section titled 'Writing Message' with a paragraph of text: 'One thing to consider seriously when writing the message is the encoding to use. GSM7 supports standard alphabet. UCS2 supports almost all traditional characters like Simplified Chinese and so on. Encoding will affect the message length. If message length is more than 160 characters GSM7 and 70 characters for UCS2, it will become a multipart message.' Below this text is a table with three columns: 'Regular SMS', 'Multipart SMS', and an unlabeled column for encoding. The table has two rows: '7-bit' and 'Unicode'.

	Regular SMS	Multipart SMS
7-bit	160 chars	152 chars
Unicode	70 chars	66 chars

## CAMPAIGN MANAGER IN ACTION - HOW IT WORKS (cont.)

**Step 3** - Schedule the time and date of the campaign.

The screenshot shows the 'Schedule the Campaign' step in the ACME Florist Campaign Manager. The interface includes a calendar for January 2021, a time selection dropdown (13:25:54), and buttons for 'Previous', 'Cancel', 'Set', and 'Next'. The 'Set' button is highlighted in green.

With all new promotional campaigns scheduled in advance, ACME Florist and many other businesses and organizations can go from chaos to complete with Campaign Manager.

The screenshot shows a list of scheduled campaigns in the ACME Florist Campaign Manager. The table includes columns for Name, SMS Segments, Scheduled Time, and Status.

Name	SMS Segments	Scheduled Time	Status
VIP Promotion	35,244	2021-01-14T18:27:19+0000	completed
Valentine's Day Promotion	1,504,846	2020-12-07T21:22:30+0000	completed
National Popcorn Day Promotion	1,504,985	2021-01-13T23:38:55+0000	completed
Rose Day Promotion	1,505,049	2021-01-14T14:41:11+0000	completed
Happy New Year Promotion	1,482,537	2020-12-07T20:32:51+0000	completed



**PRO TIP:** Campaign Manager can also be used with Telestax Visual Designer to create bi-directional voice campaigns that connect with live agents to deliver personalized experiences to a wide range of customers.

## CAMPAIGN MANAGER FEATURES & ADVANTAGES



### Omnichannel, Large Capacity

Create millions of simultaneous SMS, voice, or email campaigns with one application.



### No Coding Required

Minimize reliance on development resources or time needed to create, schedule, and send a campaign.



### Control for Volume and Budgets

Set monthly message limits for accurate budgeting, throttle network speeds for performance or tiered plans.



### Voice Support with IVR

Link with Visual Designer to create bi-directional call flows to collect customer feedback, and route calls to agents.



### Multiple Encoding Support

Support common encoding types including GSM-7 and UCS-2 for global compatibility.



### Long and Short Code Support

Leverage 10-digit phone numbers for P2P communications or 5-6-digit numbers used in authentication messages.

## Additional Use Cases

Campaign Manager is an easy-to-use system developed to blast content to millions of phone numbers at the same time. From virtual learners to prospective home buyers, Campaign Manager ensures that end users get the message.



### Education

Attendance, virtual learning, parental contact, teacher conferencing, closures, and more.



### Public Safety

Traffic or accident reports, municipal service changes, road hazards, severe weather.



### Marketing

Offers, promotions, sales, grand openings, with trackable links to gain insights on conversion.



### Healthcare

Vaccination availability, quarantine restrictions, mask mandates, appointment scheduling.



### Customer Service

Product data, shipping updates, recalls, hours, holiday extensions, shut downs.



### Organizational

Information distribution for supporters, fans, fundraisers, and events.

## Why Telestax

Telestax is the leading CPaaS enabler for the communications industry. When service providers join with Telestax, their customers gain the advantage of a superior network and full CPaaS capabilities such as programmable SMS, voice, and email. With bring your own carrier (BYOC) options, white labeling, and a complete suite of voice and messaging APIs, service providers benefit from new revenue streams and a competitive edge in the evolving digital transformation marketplace. Campaign Manager is one example of the many Telestax turnkey apps that make it easy for communications providers to quickly deploy services and opportunities.



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**Enable Campaign Manager for your enterprise customers today.**

To get set up, contact us at [info@telestax.com](mailto:info@telestax.com).

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