

# SMS Marketing

## Boost Your Outbound Communications

### Cut Through the Noise with SMS Marketing

SMS marketing is a way to communicate with your customers and leads beyond traditional methods such as email, phone calls and print. It utilises mobile technology to send personalised SMS messages directly to your customer's phone.

### A Marketing Channel That Really Works

SMS messages have an open rate of 94%, making it one of the most effective methods for client communication. Adding SMS Messaging to your marketing process will help boost your open rates, increase your client responses and achieve better marketing results for your business.



#### Get Better Response Rates

Get better response rates from your contacts by sending SMS messages directly to their mobile.



#### Track Results

Get real-time metrics on your SMS campaigns including click rates, responses, bounce rates, and opt-outs.



#### Big Capabilities

Complete set of features and functions to create an outstanding experience for your SMS recipients.

### Manage Your Campaigns in Our Feature-Rich SMS Platform

Our SMS Marketing platform is fully equipped with functionality that will help to give more insight on your campaign progress. With detailed reporting on open rates, click-through rates and individual customer data, you can enhance your marketing campaigns to get an even better outcome.










### 2-Way SMS Messaging

Connect a dedicated mobile number and take advantage of 2 Way SMS Messaging that enables you to both send and receive messages via the SMS portal. With a 94% open rate, 2 way messaging can help client response rates and makes it even easier for your clients to get in touch.

Call Us on [1300 00 1300](tel:1300001300) or Enquire Online and Make Your Business Even More Outstanding

## Intuitive Platform with Big Capabilities

Staying on top of your SMS marketing campaigns is easy with our simple and feature rich online platform.

	Complete Reporting and Analytics		Branded Sender ID Using Your Business Name		Trackable Links and Replies
	Quick SMS to Send One-Off Messages		Complete Emoji Library		Message Preview Function
	Message Personalisation Using Recipient Name		Complete Compliance Using Opt-Out Messages		CSV Data Import and Export

### INFORMATION ABOUT THE PRICING MONTHLY ACCESS FEE and USAGE CHARGES

	LITE <b>\$39</b> P/MTH	MID <b>\$69</b> P/MTH	PRO <b>\$177</b> P/MTH
Included SMS	500	1000	3000
Additional SMS	7.8c	6.9c	5.9c
Dedicated Number	\$20 per Month	\$20 per Month	\$20 per Month
Branded Sender ID	Included	Included	Included
Analytics & Reports	Included	Included	Included
	<b>INCLUDED SMS 500</b>	<b>INCLUDED SMS 1000</b>	<b>INCLUDED SMS 3000</b>

### MINIMUM TERM and MONTHLY ALLOWANCE

Minimum term is one (1) month. Included monthly SMS allowance expires at the end of each billing period and is not transferrable.

### ADDITIONAL CHARGES

Additional charges may apply for some value added services such as number porting. Please contact our Customer Service Team on 1300 00 1300 to discuss your requirements.

### SET UP FEE and MINIMUM TOTAL COST

Service Set-Up: \$0. Dedicated Mobile Number Set-Up: \$79. Minimum Total Cost: NetSMS Lite - \$39, NetSMS Biz - \$69 and NetSMS Pro - \$177.

### PLAN CHANGES and CANCELLATIONS

You can change your plan at any time and changes take effect from the commencement of the following billing period. Services can be cancelled at any time. A full monthly access fee applies to the billing period in which the service is being cancelled.

### OTHER INFORMATION

#### FULL TERMS

Information and pricing is correct at the time of publication and is subject to change. All pricing is **exclusive of GST**. This information is a summary only. For full details of the Customer Terms and Company Policies, please visit [www.business1300.com.au/policies-legal](http://www.business1300.com.au/policies-legal)

#### CONNECTION TIMEFRAMES

Upon receiving and accepting the Service Application Form, we will commence the connection process and inform you of the approximate connection timeframe. As a general guide, new service connections are done within one (1) business day.

#### USAGE INFORMATION

For information about your current usage levels please refer to the online portal or contact our Customer Service Team on 1300 00 1300.

#### BILLING

We will bill you in advance for the monthly access fee and in arrears for the additional SMS messages and any additional charges. Our billing cycle ends at the end of a calendar month and your first bill will include the part of the month when the service was activated as well as the monthly access fee in advance for the following month. BusinessCo's standard method for bill delivery is email. Paper billing is available for a monthly fee of \$5. To opt in to paper billing, please contact our Customer Service Team on 1300 00 1300.

#### PAYMENT METHOD

We accept payment by Direct Debit from a bank account or a credit card. Other payment terms are available by prior arrangement only. For further details please contact Customer Service Team.

#### CONTACT US

Business1300 is committed to excellence in customer service and advice to its customers. If you have any questions regarding the service please contact our Customer Care Team on 1300 00 1300 or visit [business1300.com.au/contact-us](http://business1300.com.au/contact-us)

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