

## Easy Bulk SMS Instructions



### A. Prepare your SMS database

1. Enter your SMS list into an **Excel spreadsheet** and save the Excel file in **.csv (comma delimited)** format. **Close** the .csv file and **reopen** this file to begin formatting.
2. Make sure that your **mobile numbers** are in **column A** and insert the **column heading 'SMS'** above the numbers. Please note that you can have multiple columns with information you might require (e.g. Company).
3. **Remove any text or spacing** from the number column
  - **Excel Shortcut:** Select the SMS number column and Go: Edit- Find- Find and Replace- select the tab Replace- type a space into 'Find what' and leave 'Replace with' blank. Then click on 'Replace all'.
4. **Remove any commas, hyphens, brackets, apostrophes** etc. from all columns
  - **Excel Shortcut:** Select your columns and Go: Edit- Find- Find and Replace- select the tab Replace- type a comma/hyphen/bracket/etc. into 'Find what' and type a space into 'Replace with'. Then click on 'Replace all'.
5. **Put your mobile number into international format**
  - **Excel Shortcut:** Select the SMS number column and Go: Format- Cells- Select 'Custom' and replace the General text with "61"0 for Australian numbers or "64"0 for NZ numbers. Then click on 'ok'.

Below an example of how your list should look:

SMS	Company
61438767821	J Samson
61431527895	Harrison's
61479135884	Bikes R Us

6. **Save and Close** the .CSV file

### B. Upload your SMS broadcast



1. Go to [www.faxem.com.au](http://www.faxem.com.au), select **Login/SMS Login** from the left hand menu and enter your username and password (You may wish to add this login page to your favourites for quick access in future).  
 \*If the Login page does not appear, you will need to install the latest version of Java (Instructions are available for download on our website under the menu item 'Instructions/SMS Messaging')

Please contact our customer service team on 1300 667 355 if you have any additional enquiries or email [support@faxem.com.au](mailto:support@faxem.com.au)

2. If you use multiple services select '**Easy Bulk SMS**' otherwise select '**New job**'

- **Job Description:** Enter a name for your campaign which allows easy identification for job starting, reporting and billing purposes
- **Mobile numbers:** Click on 'choose...' and select the Excel CSV file you wish to send to
- **Eliminate double number:** Leave ticked unless you wish to send multiple messages to one number
- Click on **Edit message text:** Enter the message you wish to send and click on 'Accept'
  - ! Maximum of 160 characters including spacing
  - ! Opt out option required – e.g. 'call ... to unsubscribe' – please do not use 'reply stop' etc. as the Easy Bulk SMS Service does not support automatic unsubscribing or response collection
- **Validity period:** Enter the time in hours (1-72) for which you want to attempt the delivery to your recipients (e.g. a mobile phone might be switched off or in a non-service area at the time you start your broadcast)
  - ! Recommended time 2 or 3 hours
  - ! Keep in mind the start time of the broadcast and the latest time you would want a recipient to receive the SMS
- **Delay log:** Enter the time in hours after the broadcast is sent for which you wish to receive the report
  - ! Must be longer than the Validity period; e.g. Validity period: 2 hours Delay log: 3 hours
- **Job Blocklist:** If you have a Blocklist file, please format as in the same way as the SMS database (international format, .csv file etc.) and click on 'choose' to select the file. If you do not wish to block any number leave blank.
- **Sender recognition:** Enter your company's mobile or phone number which you wish to appear as your Sender ID
  - ! maximum of 11 digits
  - ! It is a requirement by the Spam Act to identify the sender of Bulk SMS's
- **Starting time:** - To insert the SMS broadcast for the current date + time leave the fields blank  
 - To schedule the send for a later date + time please enter date (dd/mm/yyyy) and time (hh/mm) in 24 hour format ! **QLD time**
- **E-Mail Address for report:** Enter your email address or the email address which you wish the report to be sent to.
- **Control Fax:** Enter your fax number in international format (e.g. 61740513399) without any spacing, commas etc. to receive a test fax summary for your uploaded SMS campaign.

3. Click on '**Accept**'

4. The **Overview SMS Insert** page will appear. If any writing appears in colour this indicates an error has occurred. Double check all details of your SMS broadcast and click on '**Send**' to continue

5. Wait until **100%** of the data is transferred and click on '**OK**'



**C. Send your SMS broadcast**


**Always check your message before starting your SMS broadcast!**

1. Click on '**Current Jobs**' to bring up the Job Administration
2. Check all details of the **Control Fax** (sample job summary) you have received
3. If you wish you can send a **Control SMS** to yourself before starting broadcast. To do so please highlight your SMS on the **job administration** screen, enter your mobile number in international format next to '**Control SMS to**' and click on '**Send**'.
4. **To start your SMS campaign** select your job in the job administration and click on '**Start**'. If your send is scheduled for a later date + time the Status will change to 'waiting' and automatically start at the selected date + time.

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## D. Reports



1. Once the SMS broadcast is completed (after your selected 'Delay log') a **report summary** will be sent to your selected email address.
2. To view and/or download a **detailed report** of your SMS campaign please click on the link next to '**please go to...**' within your report email or go to our website [www.faxem.com.au](http://www.faxem.com.au) and select **Login/Fax and SMS Reports** from the left hand menu.
3. Enter your Username + Password and click on '**Login**'
4. Select '**Easy Bulk SMS**' if you use multiple services
5. Select your SMS broadcast and click on 'Get Report' (located at the bottom of the page) or on the following icon 
6. On the next page please select from the given formatting options for your report and click on '**Request report**'
7. Click on '**Open**' or '**Save**'

To access additional reports click on '**Back to overview**' and proceed as above.

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