

Curious about SMS marketing? This 15 minute webinar offers helpful information on getting started with this new channel.

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Getting Started

Here are the basic steps involved in getting started:

1. **Phone number provisioning** – Fill out [this form](#) and we'll start the phone number provisioning process. *This can take up to 10 business days.* If you have an existing number that you want to migrate to Ascent360, please contact us.
2. **Upload your opt-in list (if applicable)** – If you have an existing list of SMS opt-ins, please request a data load [here](#). If you're starting from scratch, that's ok!

1. **If you're using a conversational texting platform such as IKeono, you likely do not have [marketing SMS consent](#). Read more about permissions [here](#).**

3. **Create an SMS Signup Form** – from the Landing Pages area, create a new form to gather SMS opt-ins. Here are some ways to use this form!
 1. From an email --> Entice your email subscribers to sign up for texts by linking out to this form within an email. Do this by clicking 'special links' in the email builder.
 2. QR code --> Create a QR code to display at check-out or at events using this form URL.
 3. Pop-up --> Embed this form into a pop-up on your website. This usually works best with an offer, such as \$10 off.
4. **Check your privacy policy** – having the right disclosure language is very important. At minimum, we recommend you update your SMS Privacy Policy and Terms of Service. Double-check that you meet the best practices outlined [here](#).
5. **Design your first text** – Spend some time building 1-2 messages in the composition tool. It's easy to send yourself *test* messages. For some designer help, [click here](#).
6. **(Once your number is provisioned) Send your first text message** – We suggest first setting up a welcome text for new opt-ins. Then you can get started on an ad hoc campaign or a recurring campaign (such as a 'service reminder' or a 'pre-arrival' message). We're happy to assist you during your ramp-up using the SMS tool!

SMS Pricing

Pricing is based on credits. Credits cost approximately \$14 per thousand, but with volume-based pricing this may be slightly higher or lower. Simple SMS messages under 160 characters = 1 credit, while MMS messages = 3 credits. [Learn more about credit usage here.](#)

Our cost per credit includes the cost of setting up and maintaining your provisioned phone number. We do not have any hidden fees or extra line items to get started.

Pricing table:

Monthly Credits	Monthly Price	Monthly Credits	Monthly Price
500	\$ 7.35	40,000	\$ 588.00
1,000	\$ 14.70	45,000	\$ 661.50
1,500	\$ 22.05	55,000	\$ 808.50
2,000	\$ 29.40	60,000	\$ 882.00
3,000	\$ 44.10	65,000	\$ 955.50
4,000	\$ 58.80	70,000	\$ 1,029.00
5,000	\$ 73.50	75,000	\$ 1,102.50
10,000	\$ 147.00	80,000	\$ 1,176.00
15,000	\$ 220.50	85,000	\$ 1,249.50
20,000	\$ 294.00	90,000	\$ 1,323.00
25,000	\$ 367.50	95,000	\$ 1,396.50
30,000	\$ 441.00	100,000	\$ 1,470.00
35,000	\$ 514.50		

Pricing continues in increments of 5,000 credits.

Once you choose a tier, we'll issue a SOW (Statement of Work) for signatures. The tier you commit to can be a starting point. If you start low with plans to grow over time, we can increase your credit limit over time. SMS is typically a monthly add-on and will continue until cancelled.

SMS Features

- SMS design library & composition tool
- SMS sending workflow
 - Send a test or a 'live' message
 - Send immediately or schedule delivery
 - Automate texts on a daily/weekly/monthly/annual schedule - such as a pre-arrival text, birthday text, etc.
- SMS permission processing
 - Text to join as well as keyword handling to opt in or out of message preferences
- List send (emergency text send)

- SMS reporting pages to monitor key KPIs and credit usage
- An in-platform link shortener
- Landing pages for SMS Opt-ins
- And a support team to help you get the most out of this new feature!

⚠ **IMPORTANT REMINDER:** Explicit opt-ins for SMS Marketing are *always* required when sending text messages via Ascent360. There is no such thing as implied consent when it comes to this channel.

More Information

If you'd like more information, here are some resources for you:

1. Watch the recorded SMS Demo [here](#).
2. Schedule a 15-minute call with us [here](#).
3. Fill out the provisioning form - [click here](#).