

# What are Short-Codes?

Short codes are a specialized 5 digit number best for lead generation, Marketing campaigns, promotions etc., where you want a person to easily remember your number. Short Codes are utilized for the sending and receiving of SMS's.

# How to use Short-Codes

Short Codes (Eg.31099) are usually used to send business text messages and marketing campaigns to a user's mobile device. a Short code message transfer's information to a customer device. The Customer can text a keyword to a business to opt in marketing messages, vote or enter a contest.

# Benefits of Short-Codes

## 1. Higher Open Rates & Opt-In's

90% of text messages are open & read within the 1st three minutes.

The average global Opt-in rate for SMS is 77%

## 2. Easy to Remember for customer

(Since a short code contains only five digits, it is easier for users to remember and type.)

## 3. Consumer Control and Confidence

## 4. Brand Recognition and Security

Short codes contribute to your brand recognition and allow businesses to maintain a consistent brand image across platforms and communication channels.

## 5. Mobile Friendly Marketing

With SMS short codes, you can attract consumers and use SMS for your brand promotion.

## 6. Consumer Engagement

Short codes can be utilized to gain traction with your customers' and increase customer engagement

# What can Short - Code be used for/ Solutions?

## 1. COMPETITION SMS

## 2. SMS VOTING

## 3. SELL MUSIC / VIDEO CLIPS

## 4. STATUS OF YOUR VEHICLE AT REPAIR CENTRE

## 5. DATING

## 6. BOOKING SYSTEM

## 7. SURVEY'S

## 8. NOTIFICATIONS & ALERTS NEWS LETTER AND CONTENT



## STANDARD CODE

Standard Rate SMS Inbox gives you a unique 5 digit short code number. As

it is a Standard Rate short code, clients are

charged at their normal Contract or Pre-Paid rates for the SMS

## PREMIUM CODE

Premium SMS is ideal for setting up a competition line or a survey. You can get started immediately by creating up to 5 unique keywords on a shared premium short code of your choice.

For example: "SMS the keyword WIN to 32715"

Premium rated codes have a fixed cost that is normally higher than the standard SMS costs.

## REVERSE BILLED CODE

With Reverse Billed short code, you are given a unique five-digit short code number. As it is a Reverse Billed short code, end users are not charged for the SMS, instead you pick up the cost.

# Types of Short Codes

# Why SMS Cellular?

1. ONE STOP MOBILE SOLUTIONS SHOP
2. EST. 1999 (23 YEARS INDUSTRY EXPERIENCE)
3. INTERCONNECTED WITH ALL SOUTH AFRICAN NETWORK OPERATORS
4. TOTAL IN-HOUSE SUPPORT FOR ALL OUR PRODUCTS
5. ALL OUR PRODUCTS ARE IN HOUSE DEVELOPED & MAINTAINED BY SMS CELLULAR
6. 24 Hour AFTERSALES SUPPORT

**SMS**  
Cellular Services (Pty) Ltd