



Practical training and resources for building a successful text marketing business

Creating & Sending a Campaign

Create an SMS campaign, choose the audience, and send it immediately or schedule it for later.

The Text Co.
REASONABLE MARKETING. REAL RESULTS.

Campaign Management
Create and manage SMS/MMS campaigns for your customers

Other Admin

Create Campaign

9 Total Campaigns
0 Active
7 Completed
0 Scheduled

Search campaigns...

All Statuses

CAMPAIGN	STATUS	AUDIENCE	RECIPIENTS	SCHEDULED	CREATED
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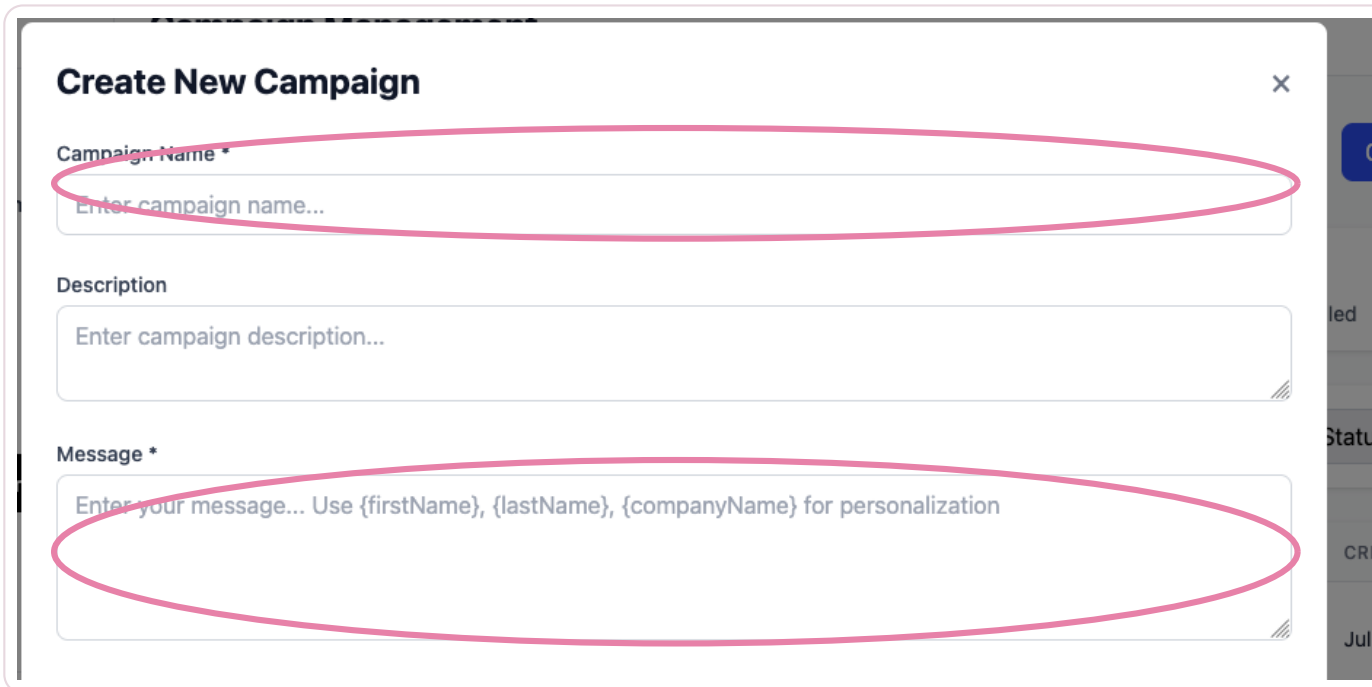
STEP 1

Start a new campaign

- 01 Open Campaign Management from the left navigation.
- 02 Select Create Campaign.

Add Campaign Details

The Create New Campaign form contains the information and message for the campaign.



The screenshot shows a 'Create New Campaign' modal form. It has three main input sections: 'Campaign Name *', 'Description', and 'Message *'. The 'Campaign Name' and 'Message' fields are highlighted with red ovals. The 'Message' field includes a hint about using personalization tokens like {firstName}, {lastName}, and {companyName}.

Create New Campaign [Close X]

Campaign Name *
Enter campaign name...

Description
Enter campaign description...

Message *
Enter your message... Use {firstName}, {lastName}, {companyName} for personalization

WHAT TO DO

- 01** Enter a clear Campaign Name for internal reference.
- 02** Add an optional Description if it will help identify the campaign later.
- 03** Write the Message that customers will receive.

PERSONALIZATION

Personalization fields shown in the message box include {firstName}, {lastName}, and {companyName}. Use them only when the corresponding customer data is available.

Choose the Target Audience

Select who should receive the campaign before deciding whether to send now or schedule it.

Media (Optional)

Upload Media

Reply Capture

Target Audience *

- ✓ All Customers (3)
- Active (Last 30 Days) (0)
- Custom

Schedule Campaign (Optional)

mm/dd/yyyy --:-- --

All times are shown and scheduled in America/New York.
Leave empty to send immediately

Cancel Create Campaign

WHAT TO DO

- 01 Open Target Audience.
- 02 Choose All Customers, Active (Last 30 Days), or Custom based on the campaign.
- 03 Review the recipient count shown below the audience field.

OPTIONAL FEATURES

Media and Reply Capture are optional. MMS is covered in the Adding MMS tutorial, and Reply Capture is covered in the Customer Replies tutorial.

Send the Campaign Immediately

To send now, leave the Schedule Campaign date and time fields empty.

3 customers will receive this campaign

Schedule Campaign (Optional)

mm/dd/yyyy  --:-- --

All times are shown and scheduled in America/New York.
Leave empty to send immediately

Cancel Create Campaign

WHAT TO DO

- 01** Confirm the correct target audience and recipient count.
- 02** Leave the schedule date and time blank.
- 03** Select Create Campaign to send the campaign immediately.

TIMEZONE

Campaign scheduling uses the timezone configured in Profile Settings. Confirm that timezone before scheduling campaigns.

Schedule the Campaign

To send later, enter the date and time before creating the campaign.

Target Audience *

All Customers (3) ▼

3 customers will receive this campaign

Schedule Campaign (Optional)

08/09/2028 📅 11:30 AM Clear

All times are shown and scheduled in America/New York.
Leave empty to send immediately

Cancel Create Campaign

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WHAT TO DO

- 01** Choose the scheduled date.
- 02** Choose the scheduled time.
- 03** Confirm the timezone displayed beneath the scheduling fields.
- 04** Select Create Campaign to schedule the campaign.

SEND NOW INSTEAD

If you change your mind before creating the campaign, use Clear to remove the scheduled date and time and send immediately instead.